## AN EMPIRICAL ANALYSIS OF CONSUMERS' UNDERSTANDING OF THE RELATIONSHIP BETWEEN SPONSORED LINKS AND "SEARCHED FOR" LINKS ON INTERNET SEARCH ENGINES

#### Submitted to:

Russ August Kabat Los Angeles, CA

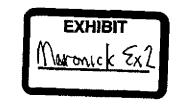
Submitted by:

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Report -x



## AN EMPIRICAL ANALYSIS OF CONSUMERS' UNDERSTANDING OF THE RELATIONSHIP BETWEEN SPONSORED LINKS AND "SEARCHED FOR" LINKS ON INTERNET SEARCH ENGINES

#### Dr. Thomas J. Maronick, DBA, JD

#### QUALIFICATIONS

I am a Professor of Marketing at Towson University in Towson, Maryland, and have been a member of the Marketing faculty since 1987. My primary teaching responsibilities are undergraduate and graduate courses in Marketing Research and Marketing Strategy. My educational background includes an undergraduate degree in Philosophy from St. Thomas Seminary, a Masters in Business Administration from the University of Denver, a Doctorate in Business Administration with a major in Marketing from the University of Kentucky, and a JD from the University of Baltimore School Of Law. My curriculum vita is attached as Exhibit A and provides a more detailed summary of my educational background and professional experience.

#### BACKGROUND AND EXPERIENCE

From 1980 through 1997, I was the Director of the Office of Impact Evaluation in the Bureau of Consumer Protection at the Federal Trade Commission (FTC). In that capacity I served as the FTC staff expert on marketing, advertising, consumer behavior, and survey matters, and provided advice on marketing-related matters to the legal staff in each of the Bureau's Divisions<sup>1</sup> and to the Director and Associate Director of the Bureau of Consumer Protection. As the Director of the Office of Impact Evaluation, I also designed and implemented over 300 consumer studies on behalf of the Commission in

<sup>&</sup>lt;sup>1</sup> The Divisions of the Bureau of Consumer Protection were: Enforcement, Marketing Practices, Advertising Practices, and Credit Practices.

support of its litigation activities. Since 1997, when I left the FTC, I have served as an independent marketing and advertising consultant and have been qualified as an expert in deceptive marketing and advertising matters in numerous state and federal jurisdictions. Included in my litigation experience is designing numerous consumer and business-to-business surveys and serving as a marketing expert in evaluating surveys undertaken by others as part of their litigation strategies.

Based on my educational background, my experience at the FTC, and my experience as an independent consultant, I consider myself and have been qualified as an expert in marketing and survey research and in the evaluation of marketing practices of firms operating in the marketplace.

#### MATERIALS REVIEWED

1. Class Action Complaint

#### SCOPE OF ENGAGEMENT

I have been retained by attorneys representing class plaintiffs to design two consumer surveys to assess consumers' interpretation of the relationship between search page results and "sponsored links" found on search page results. The surveys assess consumers' perceptions of generic and hypothetical sponsored links that may be presented to a user on Google.com, Yahoo.com, and Ask.com search page results (Survey 1) and consumers' perceptions of actual sponsored links that are presented to a user as part of Google search page results (Survey 2). The studies also assess consumers' perception of the likelihood of being able to purchase the "searched for" company or trademark holder's product or service from both hypothetical and actual sponsored link firms. In designing the surveys I am relying on my educational background, my academic/teaching background, and my professional experiences designing consumer

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surveys for litigation as described above and in my Curriculum Vitae. I am being compensated at \$450.00 per hour. My compensation is not dependent on the results of the surveys or my opinions.

#### SUMMARY OF OPINION

This research reported here has three parts. The first two surveys are drawn from a single sample frame (i.e., an internet panel). The first survey assesses consumers' perceptions of generic sponsored links across three internet search engine platforms (i.e., Google, Yahoo, Ask.com) and consumers' perceived likelihood of being able to buy a generic "searched for" product or service from the sponsored link firm. The second survey assesses consumers' perceptions of their likelihood of being able to buy a specific product (i.e., iPad) from three hypothetical sponsored links: "Apple.com," "Bob's Electronic Mart," and "iPadd \$89.34 On Sale." The third survey is drawn from the same internet panel and assesses consumers' perceptions of their likely ability to buy the products or services from actual sponsored links on the Google search results page for two particular products and services, here Trek bicycles or Southwest Airlines tickets.

The survey results revealed that high percentages of respondents believe they could buy the "searched for" product or service from generic sponsored links. The data also revealed that a very high percentage of consumers exposed to a "realistic" hypothetical sponsored link (Apple.com) and actual sponsored links (Smartfares.com/Southwest, BikesDirect.com) found on the Google search results page for Southwest Airlines and Trek bicycles believed they could buy the product from the sponsored link firms. Also, between 40% and 48% of respondents believe they could definitely or probably buy an iPad from less specific hypothetical sponsored links (i.e., "Bob's Electronic Mart" and "iPadd \$89.34 On Sale"). Thus, in my opinion, the three

surveys described above provide strong objective evidence of initial interest confusion among consumers in connection with search results pages that contain sponsored links for companies that do not sell the "searched for" company or trademark holder's product or service.

Additionally, significant percentages of respondents (42% - 71%), when asked about hypothetical sponsored links, believe the sponsored links that are found on internet search results pages are either "sponsored by," "related to," or "affiliated with" the company or trademark holder's products or services. Also, when shown actual sponsored links on search results pages for specific "searched for" brands (e.g., Southwest Airlines, Trek bicycles), the percent of respondents who believe the sponsored links are "sponsored by," "associated with," or "affiliated with" the trademark holder ranged from about two-thirds for the a less well-known brand (i.e., Trek bicycles) to about one-third for the more well-known brand (i.e., Southwest Airlines). These perceived relationships, i.e., that the sponsored links are sponsored by, associated or related to, or affiliated with the "searched for" company or trademark, provide a strong rationale for consumers' belief that they are likely to be able to buy the desired product or service from the sponsored link when they undertake a search for a company or trademark and see the sponsored link on the resulting search results page.

The consistency of findings across different types of trademarks (generic, hypothetical, and actual) and across multiple types of product categories (electronics, bicycles, and airline tickets) indicates that consumers' beliefs about their ability to buy the "searched for" goods and services from the sponsored links is common regardless of the trademarks searched for. Similarly, the consistency of these findings shows that consumers believe the sponsored links are sponsored by, associated with, or affiliated

with the "searched for" company or trademark holder, regardless of the particular "searched for" trademark. In my opinion, this is because Google has created an expectation that consumers will be able to buy the company's products or services from the sponsored link firm by the inclusion of the sponsored link on the "searched for" company or trademark results page.

#### EMPIRICAL RESEARCH

Overall Methodology. The principle objective of the surveys was to assess consumers' understanding of the relationship between "searched for" internet search results and "sponsored links" found on those search results pages. The data were collected using the Zoomerang.com internet survey platform, with the sample drawn from an internet panel of individuals who have agreed to provide demographic information so the sample selected can reflect the conditions specified by the researcher. The individuals also agree to participate in surveys on a periodic basis. Online surveys using internet panels is a well-accepted approach in the field of conducting advertising and consumer surveys<sup>2</sup>.

The universe for the first survey (Survey 1) were individuals 21 and older who used either Google, Yahoo or Ask.com search engines and were familiar with sponsored links that are found on the search results pages. Following Zoomerang.com's standard practice, panel members were sent an email message inviting them to participate in an online survey. There was no mention of the topic of the survey in the invitation email. A total of 200 completed questionnaires each from respondents who used each of the three search engines (i.e., Google, Yahoo, or Ask) are included in the analysis below.

<sup>&</sup>lt;sup>2</sup> According to <u>Cambiar</u> (May, 2006) 66% of marketing research firms used pre-recruited panels for about one-third of their research.

The universe for the second survey (Survey 2) were individuals 21 and older who used the Google search engine and used, or would consider using an internet search engine either for making an airline reservation (on Southwest Airlines) or would consider using an internet search engine for information about a new bicycle (Trek) and were familiar with sponsored links that are found on the search results pages for the trademark holders (e.g., Southwest Airlines and Trek Bicycles). As in Survey 1, following Zoomerang.com's standard practice, panel members were sent an email message inviting them to participate in an online survey. There was no mention of the topic of the survey in the invitation email. A total of 200 completed questionnaires each from respondents who used the Google search engine for either a Southwest Airlines reservation or for information about a Trek bicycle they might consider purchasing are included in the analysis below.<sup>3</sup>

Since the respondents in all surveys use Google and use or would consider using Google for information in general and relative to the products and services that are the subject of Survey 2, i.e., airline travel, Trek bicycles, the respondents are in the target market for the trademarked goods and services and, therefore, in the universe that is appropriate for this research.

Methodology – Survey 1. Respondents who qualified for the Survey 1, i.e., used internet search engines and used one of the three search engines (Google, Yahoo, Ask.com) were first asked how frequently, if at all, they used company names or

<sup>&</sup>lt;sup>3</sup> To obtain 200 completed surveys from Trek respondents required a sample of 2084 compared to 252 respondents to complete the Southwest airlines part Survey 2. This suggests that identifying the perceived relationship between "searched for" trademarks and sponsored links is likely to be exponentially more difficult and time consuming with less well known brands.

trademarks as search terms (Q3)<sup>4</sup> or generic product or service terms when doing an internet search (Q5). They were then asked whether they were familiar with "sponsored links" that appear on some search results pages (Q6) and specifically Google (Yahoo/Ask) search pages (Q7)<sup>5</sup>. They were then asked whether they thought the "sponsored links" on the search results page were sponsored by the "searched for" company or trademark holder (Q8), were related to that particular company or trademark holder (Q9), or affiliated with that particular company or trademark holder (Q10). Respondents were than asked whether they thought they could buy the "searched for" company or trademark holder's goods or services through the sponsored link Q11). Respondents were then asked whether they thought they could buy an Apple iPad from an Apple.com sponsored link (Q14), a "Bob's Electronic Mart" sponsored link (Q15), or from a sponsored link that said "iPadd \$89.34 On Sale" (Q16). Finally, respondents were asked three demographic questions (gender, age, education). [Questionnaires for Survey 1 are attached as Exhibit B]<sup>6</sup>.

Findings – Survey 1. As noted in Table 1, the majority of consumers (59% - 72%) use a company name or trademark as a search term when using the Google, Yahoo, or Ask search engines, while even higher percentages (77% - 83%) use generic product or service terms when doing an internet search [Survey 1 results are attached as Exhibit C].

A Respondents were directed to "Don't know/Not sure" if they were unsure of an answer. They were also directed not to guess.

<sup>&</sup>lt;sup>5</sup> The question numbers related to the Google section of the survey. Comparable questions were asked for the Yahoo.com and Ask.com search engines. No respondent was asked about more than one search engine. <sup>6</sup> The Survey! questionnaires are labeled Survey-x, and include: screener, Ask.com, Yahoo.com, and Google.com.

<sup>&</sup>lt;sup>7</sup> The Survey I results are labeled: Ask Landing Survey, Yahoo Landing Survey, and Google Landing Survey.

Table 1
Frequency Use Company Name/Trademark
or Generic Term for Internet Search

Q2 Frequency Use	Google	Yahoo	Ask.com
Company Name or			
Trademark for Search			
Always	2 (1%)	12 (6%)	13 (6%)
Often	41 (20%)	53 (26%)	77 (38%)
Sometimes	78 (39%)	81 (40%)	67 (33%)
Seldom	56 (28%)	40 (20%)	29 (14%)
Never	20 (10%)	13 (6%)	13 (6%)
Don't know/Not sure	4 (2%)	2 (1%)	2 (1%)
n	2018	201	201
Q3 Frequency Use Generic			
Term for Internet Search			
Always	7 (3%)	15 (7%)	12 (6%)
Often	87 (43%)	81 (40%)	100 (50%)
Sometimes	80 (40%)	75 (37%)	67 (33%)
Seldom	15 (7%)	22 (11%)	17 (8%)
Never	8 (4%)	7 (3%)	4 (2%)
Don't know/Not sure	4 (2%)	1	1
N	201	201	201

As noted in Table 2, most respondents were familiar with sponsored links in general and with those found on Google and Yahoo search results pages. On the other hand, while a similar percentage of respondents in the Ask.com sample are familiar with sponsored links in general, significantly fewer are familiar with those found on Ask.com search results pages.

<sup>&</sup>lt;sup>8</sup> The standard error for a sample is calculated with the formula  $e^2 = z^2 (pq)/n$ .. Thus, for "sometimes" use company name or trademark for Google searches (39%), the standard error is +/- 6.8%.

Table 2
Familiarity with Sponsored Links

Q4 Familiar with Sponsored Links in General	Google	Yahoo	Ask.com
Yes	164 (82%)	179 (89%)	186 (93%)
No	18 (9%)	7 (3%)	4 (2%)
Not sure	19 (9%)	15 (7%)	11 (5%)
n	201	201	201
Q5 Familiar with Specific Sponsored Links			
Yes	141 (86%)	130 (73%)	109 (59%)
No	8 (5%)	15 (8%)	28 (15%)
Not sure	15 (9%)	34 (19%)	49 (26%)
n*	164	179	186

<sup>\*</sup>Limited to those who said "Yes" to Q4.

Perception of Sponsored Links. As noted in Table 3, over half of the Yahoo and Ask.com respondents (53% - 55%) expect that the sponsored link on the two firms' search results pages is "sponsored" by the company or trademark holder that the respondent had searched on (Q6), while 42% of Google search respondents believe the sponsored link is sponsored by the company or trademark holder. Also, two-thirds of respondents believe that the sponsored link is "related to" the "searched for" company

Table 3
Perceptions of Sponsored Links

Q6 Expect Sponsored Link "Sponsored" by Company or Trademark Holder	Google	Yahoo	Ask.com
Yes	59 (42%)	72 (55%)	58 (53%)
No	44 (31%)	27 (21%)	25 (23%)
Not sure	38 (27%)	31 (24%)	26 (24%)
N*	141	130	109
Q7 Expect Sponsored Link to be Related to Company or Trademark Holder			
Yes	92 (65%)	86 (66%)	77 (71%)
No	23 (16%)	26 (20%)	17 (16%)
Not sure	26 (18%)	18 (14%)	15 (14%)
N*	141	130	109

Q8 Expect Sponsored Link to be Affiliated with Company or Trademark Holder			
Yes	68 (48%)	72 (55%)	61 (56%)
No	45 (32%)	38 (29%)	29 (27%)
Not sure	28 (20%)	20 (15%)	19 (17%)
N*	141	130	109

<sup>\*</sup>Limited to those who said "Yes" in Q5.

or trademark holder (Q7), while about half believe that the sponsored link is "affiliated" with the company or trademark holder (Q8).

Likelihood of Buying From Sponsored Links -- Generic. As noted in Table 4, the majority of respondents using each of the three search engines, believe they "definitely or probably" could buy the "searched for" product or service from the sponsored link marketer, with slightly more than half of the Google and Yahoo respondents holding that belief, while almost two-thirds of the Ask.com sample believed they could buy the "searched for" product or service through the sponsored link.

Table 4
Likelihood Could Buy Company's Products
From Sponsored Link

Q9 Think you could buy	Google	Yahoo	Ask.com
"search for" company's			
product or service through			
sponsored link?			]
Definitely could buy	16 (11%)	24 (18%)	28 (26%)
Probably could buy	] 59 (42%) [53%]*	48 (37%) [55%]	43 (39%) [65%]
Might or Might not be able to	49 (35%)	43 (33%)	31 (28%)
buy			
Probably could not buy	4 (3%)	4 (3%)	3 (3%)
Definitely could not buy	1 (1%)	3 (2%)	1 (1%)
Don't know	12 (9%)	8 (6%)	3 (3%)
n**	141	130	109

<sup>\*</sup> Combines "Definitely could buy" and "Probably could buy" percentages

<sup>\*\*</sup> Limited to those who said "Yes" in Q5.

Likelihood of Purchasing from Sponsored Link – iPad. Respondents were asked if they were familiar with the iPad. Those who answered affirmatively (between 83% and 90% across the three search engine cells) were first asked whether they thought they could buy an iPad from an "Apple.com" sponsored link. As noted in Table 5, over 80% of the respondents in each search engine cell believed they either "definitely or probably" could buy an iPad through the Apple.com sponsored link.

Table 5
Could Buy iPad from Apple.com Sponsored Link

Q12 Think you could buy	Google	Yahoo	Ask.com
iPad from Apple.com sponsored link?			
Definitely could buy	59 (47%)	56 (49%)	41 (46%)
Probably could buy	45 (36%) [83%]*	37 (32%) [81%]	36 (40%) [86%]
Might or Might not be able to buy	19 (15%)	14 (12%)	9 (10%)
Probably could not buy	1 (1%)	4 (4%)	3 (3%)
Definitely could not buy		1 (1%)	
Don't know	2 (2%)	2 (2%)	1 (1%)
n**	126	114	90

<sup>\*</sup> Combines "Definitely could buy" and "Probably could buy" percentages

However, when asked whether they thought they could buy an iPad from a sponsored link called "Bob's Electronic Mart," as noted in Table 6, a majority or near majority of

Table 6
Could Buy iPad from "Bob's Electronic Mart" Sponsored Link

Q13 Think you could buy	Google	Yahoo	Ask.com
iPad from "Bob's Electronic			
Mart" sponsored link?	***		
Definitely could buy	12 (10%)	24 (21%)	17 (19%)
Probably could buy	48 (38%) [48%]*	51 (45%) [66%]	34 (38%) [57%]
Might or Might not be able to	53 (42%)	28 (25%)	25 (28%)
buy			
Probably could not buy	4 (3%)	4 (4%)	12 (13%)
Definitely could not buy	4 (3%)	3 (3%)	2 (2%)
Don't know	5 (4%)	4 (4%)	
n**	126	114	90

<sup>\*</sup> Combines "Definitely could buy" and "Probably could buy" percentages

<sup>\*\*</sup> Limited to those who said "Yes" to Q5 and are familiar with iPad (Q10)

\*\* Limited to those who said "Yes" to Q5 and are familiar with iPad (Q10) respondents (48% - 66%) in each search engine cell believe they either "definitely or probably" could buy the product through the "Bob's Electronic Mart" sponsored link. Similar results, although with somewhat lower percentages (40% - 59%), were also found when respondents were asked whether they could buy an iPad from a sponsored link called "iPadd \$89.34 On Sale" (Table 7).

Table 7 Could Buy iPad from "iPadd \$89.34 On Sale" Sponsored Link

Q14 Think you could buy iPad from "iPadd \$89.34 On	Google	Yahoo	Ask.com
Sale" sponsored link?			
Definitely could buy	29 (23%)	31 (27%)	35 (39%)
Probably could buy	22 (17%) [40%]*	25 (22%) [49%]	18 (20%) [59%]
Might or Might not be able to	30 (24%)	15 (13%)	12 (13%)
buy			, ,
Probably could not buy	16 (13%)	15 (13%)	10 (11%)
Definitely could not buy	25 (20%) [33%]	24 (21%) [34%]	14 (16%) [27%]
Don't know	4 (3%)	4 (4%)	1 (1%)
n**	126	114	90

<sup>\*</sup> Combines "Definitely could buy" and "Probably could buy" percentages

Conclusions – Survey 1. The data from Survey 1 show that consumers using the internet to search for products and services are familiar with sponsored links, including those found on each of the three search engines (i.e., Google, Yahoo, Ask.com).

Moreover, a majority of respondents across the three search engines believe that the sponsored link firm is "sponsored by" the "searched for" company or trademark holder (42% - 55%), is "related to" the "searched for" company or trademark holder firm (65% - 71%), or "affiliated with" the "searched for" company or trademark holder firm (48% -- 56%). These results clearly reveal that respondents see a close connection between the sponsored links and the organic link firms, i.e., the "searched for" firms, on each of the search engines.

<sup>\*\*</sup> Limited to those who said "Yes" to Q5 and are familiar with iPad (Q10)

More importantly, a majority of respondents believe they can buy the "searched for" trademarked product or service from the sponsored link, with the percentage of respondents holding such a belief between 53% and 65% across the three search engine platforms. This was found to be the case both when asked about generic sponsored links (see Q9), and when asked about a specific brand name product (i.e., iPad). Thus, these results confirm the perception of a relationship between the sponsored link firms and the "searched for" firm on each of the search engines and the willingness of consumers to consider the sponsored links as a way to buy the company or trademark holder's products or services.

Methodology – Survey 2. Survey two includes two samples drawn from the same internet panel as Survey 1. Respondents in both samples of the survey were screened to confirm that they used Google for internet searches. One sample (Southwest sample) was then asked whether they used internet search engines when making airline reservations. A total of 115 respondents qualified for the Southwest sample as having used the internet search engines when making airline reservations.

The other sample (Trek sample) was asked whether they: had a bicycle, had used or would consider using an internet search engine for information about bicycles they might consider buying, and would consider buying a Trek bicycle if they were in the market for a new bicycle. A total of 200 respondents qualified for the Trek sample, as using internet search engines for information about bicycles and would consider purchasing a Trek bicycle. [Questionnaire for Southwest Airlines and Trek Bicycles attached as Exhibit D]<sup>9</sup>

<sup>&</sup>lt;sup>9</sup> The Southwest Questionnaire is labeled FPX-1; The Trek questionnaire is labeled FPX-2. The results are similarly labeled.

After being qualified, respondents in each sample were shown an internet search results page for the respective companies, i.e., the search pages they would see if the had searched on Southwest Airlines or Trek Bicycles. Both search results pages contained sponsored links. Respondents were asked to note a particular sponsored link on the search results page ("Smartfares.com/Southwest;" "BikesDirect.com"). Respondents in the Southwest sample were then asked (Q8) "How likely is that you would be able to buy a ticket for a Southwest Airlines flight if you click on the Smartfares.com/Southwest sponsored link?" Respondents in the Trek sample were first asked (Q11) "How likely is it that you would click on the BikesDirect.com link if you were interested in buying a Trek bicycle." They were then asked (Q12) a question comparable to Q8 in the Southwest sample, i.e., "How likely is it that you would be able to buy a Trek bicycle from BikesDirect.com if you clicked on the 'BikesDirect.com' sponsored link?"

Respondents in both samples were then asked whether the sponsored link firm on the search results page was: associated with Southwest Airlines/Trek, "sponsored by" Southwest Airlines/Trek, or affiliated with Southwest Airlines/Trek.

<u>Findings – Survey 2.</u> As noted in Table 8, 62% of respondents in the Trek sample are likely to click on the BikesDirect.com link if they were interested in buying a Trek bicycle.<sup>10</sup> [Results from Survey 2 for Southwest Airlines and Trek Bicycles attached as Exhibit E].

<sup>10</sup> There was no comparable question in the Southwest sample.

Table 8
Likelihood of Clicking of Sponsored Link (Trek Sample)

on mine ( river ouribre)
53 (26%)
96 (48%) [74%]*
29 (14%)
16 (8%)
5 (2%)
1
200

<sup>\*</sup>Combines "Definitely would click" and "Probably would click" percentages

Likelihood Could Buy from Sponsored Link. Respondents in both samples were asked how likely is it that they would be able to buy a ticket (Southwest sample) or bicycle (Trek sample) if they clicked on the sponsored link. As noted in Table 9, 60% of the Southwest sample and 67% of the Trek sample believe they "definitely" or "probably" could buy the ticket/bike from the sponsored link.

Table 9
Likelihood Could Buy from Sponsored Link

	Southwest (Q8)	Trek (Q12)
Definitely could buy	31 (27%)	44 (22%)
Probably could buy	38 (33%) [60%]*	102 (51%) [73%]
Might or might not be able to buy	25 (22%)	40 (20%)
Probably could not buy	8 (7%)	8 (4%)
Definitely could not buy	7 (6%)	2 (1%)
Don't know whether could buy	6 (5%)	4 (2%)
N	115	200

<sup>\*</sup> Combines "Definitely could buy" and "Probably could buy" percentages

Perception of Sponsored Links. Respondents were then asked whether, based on what is said or suggested on the internet search results page, whether the sponsored link (i.e., smartfares.com/Southwest; BikesDirect.com) were: associated with the airline/Trek, "sponsored" by the airline/Trek, or affiliated with the airline/Trek. As noted

Table 10 Perceptions of Sponsored Links

Sponsored Link Associated	Southwest	Trek
with Airline/Trek?		
Yes	42 (37%)	138 (69%)
No	41 (36%)	33 (16%)
Not sure	34 (30%)	29 (14%)
N	115	200
Sponsored Link		
"Sponsored by"		
Airline/Trek?		
Yes	41 (36%)	123 (62%)
No	38 (33%)	35 (18%)
Not sure	36 (31%)	42 (21%)
N	115	200
Sponsored Link Affiliated		
with Airline/Trek?		
Yes	47 (41%)	129 (64%)
No	40 (35%)	35 (18%)
Not sure	29 (25%)	36 (18%)
N	115	200

in Table 10, approximately one-third of the Southwest sample respondents believe "smartfares.com/Southwest" is associated with Southwest Airlines, "sponsored by" Southwest Airlines, and affiliated with the airline. On the other hand, with Trek, a less well known brand than Southwest Airlines, approximately two-thirds of respondents (62% - 69%) believe "BikesDirect.com" is associated with Trek bicycles, "sponsored by" Trek bicycles, or affiliated with the Trek Bicycle Company.

Conclusion – Survey 2. The results of Survey 2, like those of Survey 1, show that respondents see a strong relationship between a "searched for" company or trademark and the sponsored links found of the resulting Google search results page.

Moreover, as was the case with the generic and hypothetical internet searches in Survey1, a significant majority of respondents (60% - 73%) who use the Google search engine to find specific company websites, here Southwest Airlines and Trek bicycles, believe they

"definitely" or "probably" could buy the product or service (bicycle/airline ticket) from the sponsored link.

#### OVERALL ANALYSIS

This research had three goals. First, to assess consumers' perceptions of generic sponsored links across three internet search engine platforms (i.e., Google, Yahoo, Ask.com) and their likelihood of being able to buy a "searched for" product or service from the sponsored link firm. Second, to assess consumers' perceptions of their likelihood of being able to buy a specific product (i.e., iPad) from three hypothetical sponsored links: Apple.com, "Bob's Electronic Mart," and "iPadd \$89.34 On Sale.

Third, to assess the perceptions of consumers' in the target market for particular products and services, here Trek bicycles or Southwest Airlines tickets, about their likely ability to buy the products or services from actual sponsored links on the Google search results page for the respective companies. Table 11 is a summary of the results of the three elements of the research. As noted in the Table, very high percentages of respondents

Table 11 Likelihood of Buying from Sponsored Link

Excimode of Buying from Sponsored Bit	ALC.
"Definitely" / "Probably" Could Buy	
Generic Sponsored Link (Table 4) <sup>11</sup>	53%*
Hypothetical Sponsored Link	
Apple.com (Table 5)	83%
Bob's Electronic Mart (Table 6)	48%
iPadd \$89.34 On Sale (Table 7)	40%
Specific Sponsored Link	
Smartfares.com/Southwest (Southwest Airlines) (Table 8)	60%
BikesDirect.com (Trek Bicycles) (Table 9)	73%

<sup>\*</sup>Combines "Definitely could buy" and "Probably could buy" percentages

believe they could buy the "searched for" product or service from a sponsored link from a "realistic" hypothetical sponsored link, i.e., 83% from Apple.com for the iPad and 60%-

<sup>11</sup> Generic and hypothetical sponsored link results for Google. For Yahoo and Ask.com results, see Table 4

73% from an actual sponsored link (Smartfares.com/Southwest; BikesDirect.com) found on the Google search results page for Southwest Airlines and Trek bicycles. Also, between 40% and 48% of respondents believe they could definitely or probably buy an iPad from less specific hypothetical sponsored links (i.e., "Bob's Electronic Mart" and "iPadd \$89.34 On Sale"). Thus, there is strong objective evidence of initial interest confusion among consumers in connection with search results pages that contain sponsored links for companies that do not sell the "searched for" trademarked product or service.

Table 12 is a summary of the perceived relationship between the sponsored link and the "searched for" trademark company. As noted in Table 12, significant

Table 12
Summary – Perceived Relationships to Sponsored Links

	Generic Sponsored Link			Specific Sponsored Links	
	Google	Yahoo	Ask.com	Smartfares.com/ Southwest	BikesDirect. Com
Sponsored by company*					
Yes	42%	55%	53%	36%	62%
No	31%	21%	23%	33%	18%
Associated with/related to company 12					
Yes	65%	66%	71%	37%	69%
No	16%	20%	16%	36%	16%
Affiliated with company					
Yes	48%	55%	56%	41%	64%
No	32%	29%	27%	35%	18%

<sup>\*&</sup>quot;Don't know" responses not included in Table

percentages of respondents (42% - 71%), when asked about hypothetical sponsored links, believe the sponsored links that are found on internet search results pages are either "sponsored by," "related to," or "affiliated with" the company or trademark holder's

<sup>12</sup> In Survey 1, term used was "related to." In Survey 2, term used was "associated with."

products or services. On the other hand, when shown sponsored links on search results pages for specific "searched for" brands (e.g., Southwest Airlines, Trek bicycles), the percent of respondents who believe the sponsored links are "sponsored by," "associated with," or "affiliated with" the trademark holder ranged from about one third for the well-known brand (i.e., Southwest Airlines) to about two-thirds for the less well-known brand (i.e., Trek Bicycles).

These perceived relationships, i.e., that the sponsored links are sponsored by, associated or related to, or affiliated with the "searched for" company or trademark, provide a strong rationale for consumers' belief that they are likely to be able to buy the desired product or service from the sponsored link when they undertake a search for a company or trademark and see the sponsored link on the resulting search results page.

#### CONCLUSION

The consistency of findings across different types of trademarks (generic, hypothetical, and actual) and across multiple types of product categories (electronics, bicycles, and airline tickets) shows that consumers' beliefs about their ability to buy the "searched for" goods and services from the sponsored links is common regardless of the trademarks searched for. Similarly, the consistency of these findings reveals that consumers believe the sponsored links are sponsored by, associated with, or affiliated with the "searched for" company or trademark holder, regardless of the particular "searched for" trademark. In my opinion, this is because Google has created an expectation that consumers will be able to buy the company's products or services from the sponsored link firm by the inclusion of the sponsored link on the "searched for" company or trademark results page.

Submitted by:

These perceived relationships, i.e., that the sponsored links are sponsored by, associated or related to, or affiliated with the "searched for" company or trademark, provide a strong rationale for consumers' belief that they are likely to be able to buy the desired product or service from the sponsored link when they undertake a search for a company or trademark and see the sponsored link on the resulting search results page.

#### CONCLUSION

The consistency of findings across different types of trademarks (generic, hypothetical, and actual) and across multiple types of product categories (electronics, bicycles, and airline tickets) shows that consumers' beliefs about their ability to buy the "searched for" goods and services from the sponsored links is common regardless of the trademarks searched for. Similarly, the consistency of these findings reveals that consumers believe the sponsored links are sponsored by, associated with, or affiliated with the "searched for" company or trademark holder, regardless of the particular "searched for" trademark. In my opinion, this is because Google has created an expectation that consumers will be able to buy the company's products or services from the sponsored link firm by the inclusion of the sponsored link on the "searched for" company or trademark results page.

Submitted by:

Thomas J Maronick, DBA, JD

Professor/Consultant

June 2, 2010 Date

# EXHIBIT "A"

## CURRICULUM VITAE THOMAS JOSEPH MARONICK

#### PERSONAL INFORMATION

5911 Charlesmead Avenue Baltimore, Maryland 21212 (410) 435-8387 FAX (410) 532-2904 e-mail maronick@verizon.net Towson University
Towson, Maryland 21252
(410) 704-4077
FAX (410) 704-3772
e-mail tmaronick@towson.edu

#### **EDUCATION**

#### Juris Doctor

University of Baltimore School of Law, Baltimore, Maryland 1980

- -Emphasis on Corporate/Business and Consumer Law
- -Admitted to the Bar, State of Maryland

#### Doctor of Business Administration

University of Kentucky, Lexington, Kentucky 1974

- -Major in Marketing; Minor in Management and Org. Behavior
- -Dissertation: "A Multivariate Analysis of Organizational Climate in the Channel of Distribution"

#### Master of Science in Business Administration 1966

University of Denver, Denver, Colorado

-Major in Marketing

#### ACADEMIC APPOINTMENTS

#### Professor of Marketing

Towson University, Towson, Maryland, 1987-- Present

-Responsible for teaching courses in Marketing Management,

Marketing Strategy, Marketing Research, Marketing Seminar, Ethics/Public Policy

#### Associate Professor of Marketing

University of Baltimore, 1974 to 1983 (on Leave 1980 -- 83)

-Responsible for teaching undergraduate and graduate courses in Marketing, Marketing Management, Marketing Research.

Consumer Behavior, Business Policy & Strategy, Small Business Strategy

#### NON-ACADEMIC EMPLOYMENT

Director-Office of Impact Evaluation, Federal Trade Commission 1980 -- 1997

Bureau of Consumer Protection, 1980 -- 87 [Full-time]; 1987 -- 97 [Part-time]

- -Served as the FTC=s in-house expert on marketing and survey matters.
- -Responsible for design and implementation of over 300 marketing and consumer surveys undertaken by Commission as part of policy-making and litigation activities.
- -Provided expert advice/testimony to staff on marketing & consumer behavior issues

#### Marketing Consultant, 1997 -- present

- -Provide expert advice/guidance on marketing strategy and consumer research issues as part of litigation support teams for plaintiff and defendant clients
- -Serve as testifying expert witness in consumer-related litigation, class-action certification, deceptive advertising, Lanham Act issues cases, consumer survey research
- -Have undertaken over 30 survey research projects for clients in litigation-related matters, including advertising and trademark/trade-dress issues

#### FIELDS OF SPECIAL INTEREST

Marketing Mgt./Strategic Planning Marketing/Advertising Research Expert Witness/Lanham Act Matters Consumer Protection/Public Policy Executive Development Class Action Litigation

#### **EXPERT WITNESS/LITIGATION SUPPORT**

AREAS:

Class Action Litigation

Marketing/Marketing Practices Advertising/Deceptive Advertising

Trademark/Trade Dress/Consumer Confusion

Consumer Behavior

Survey Research/Advertising Research/Copy Testing

MATTERS:

Advertising:

Rent-to-Own

Made-in-USA Automobile claims

Retailing:

Pricing

Advertising Warranties

Telecommunications:

Advertising/Deception

Marketing/Promotional Materials

Target Markets

Software/Internet:

Internet ISP Software Claims Internet Domain Name Issues

Package Goods:

Deceptive Claims in Advertising

Deceptive Labeling

Direct Marketing:

Advertising/Promotion Target Markets Door-to-Door Selling

Trademark/Trade Dress:

Consumer Confusion Search Criteria

WEBSITE: adexpert.net

#### PAPERS AND PUBLICATIONS

(since 1990)

"Current Role of Research at the Federal Trade Commission" in Patrick Murphy and William Wilkie (eds) Marketing and Advertising Regulation: The Federal Trade Commission in the 1990's. The University of Notre Dame Press, 1990.

"Research in the FTC's Eye Care Rulemaking: Implications for Public Policy and Marketing." (with R. Stiff and S. Gleason), Advances in Marketing and Public Policy Vol. 2, 1991.

"Copy-Tests in FTC Deception Cases: Guidelines for Researchers" <u>Journal of Advertising Research</u>, Vol. 31 (6), (December) 1991.

"Satisfaction and Other Issues in Hearing Aid Purchases by Elderly Consumers: A Quality of Life Issue" <u>Proceeding</u>, Quality-of-Life/Marketing Conference, Academy of Marketing Sciences, November, 1992.

"The Role of Copy Test Research in FTC Decision Making" <u>Proceedings</u>, Association for Public Policy in Marketing, June, 1994.

"An Empirical Investigation of Consumer Perceptions of 'Made in USA' Claims" <u>International Marketing Review</u>, Vol. 12 (3) 1995.

AAdvertising Research Issues From FTC v. Stouffer Foods Corp.@ (With J. Craig Andrews) Journal of Public Policy & Marketing, Vol. 14 (Nov.) 1995.

"Consumer Perceptions of Alternative Country-of-Origin Claims: An Empirical Analysis" <u>Proceedings</u>, Southern Marketing Association, Atlanta (Nov.) 1997.

AThe Role of Qualifying Language on Consumer Perceptions of Environmental Claims" (with J. Craig Andrews) <u>Journal of Consumer Affairs</u>, Vol. 33 (2) (Nov.) 1999.

"A Review of Direct-to-Consumer (DTC) Advertising and Sales of Prescription Drugs: Does DTC Advertising Increase Sales and Market Share?@ (with Riva Kahn) <u>Journal of Pharmaceutical Marketing & Management</u>, Vol. 13 (4) (Nov.) 2001.

"Extended Warranties: Consumer Misperceptions of Retailer Claims" Proceedings, European Institute of Retailing and Services Studies, Prague, Czech Republic (July, 2004)

"Celebrity v. Company President as Endorsers of High Risk Products for Elderly Consumers@ Journal of Promotion Management Vol. 11, (4), (Nov.) 2005.

"Impact of a Festival Market on Downtown Shopping Behavior" <u>Proceedings</u>, AMS/Korean AMS CPM Conference, Seoul, Korea (July, 2006)

"Consumer Perceptions of Extended Warranties" <u>Journal of Retail and Consumer Services</u>, Vol. 14 (2) (May) 2007.

"Specialty Retail Center's Impact on Downtown Shopping, Dining, and Entertainment: A Longitudinal Analysis" <u>International Journal of Retail and Distribution Management</u>, Vol. 35 (7) (November) 2007.

"The Role of the Internet in Survey Research: Guidelines for Researchers and Experts"

<u>Proceedings.</u> Global Business and Technology Association Conference, Madrid, Spain (July, 2008).

"Country of Origin - Does It Matter Anymore?" <u>Proceedings</u>, Academy of Marketing Science 2009 World Marketing Congress, Oslo, Norway (July, 2009)

"The Role of the Internet in Survey Research: Guidelines for Researchers and Experts" <u>Journal of Global Business and Technology</u>, Vol. 5 (1), Spring, 2009.

Resume 9-09

#### TESTIMONY SUMMARY - 2006-2010 Thomas J. Maronick, DBA, JD

1. Alan Rosenberg v. U-Haul
Santa Cruz (CA) Superior Court
March, 2006 (trial testimony)
--For Defendant
(Fulbright & Jaworski, Los Angeles)

2. FTC v. Stefanchik

U.S. District Court
Western District of Washington at Seattle
December, 2006 (deposition)
--For Defendant
(Williams, Kastner & Gibbs. Seattle)

3. Williamson et. al., v. KB Home, et al.
American Arbitration Association
Dallas, Texas
January, 2007 (Arbitration Hearing)
--For Defendant
(Sussman Godfrey, Houston)

4. Holland v. Maple Chase/Kidde
U.S. District Court for Northern Alabama
Birmingham, AL
February, 2007 (deposition)
--For Plaintiff
(Lanny S. Vines & Associates, Birmingham)

5. Carmen Migliaccio, et al v. Midland National Life Insurance Co
U.S. District Court – Central District of California
Towson, Maryland
July, 2007 (deposition)
--For Plaintiff
(Lerach Coughlin LLP, San Diego
and Bonnett Fairbourn PC, Phoenix)

6. Trafficschool.com Inc. v. Edriver, Inc et al.
U.S. District Court – Central District of California
Los Angeles, CA
July, 2007 (deposition)
--For Plaintiff
(Lewis Brisbois Bisgaard & Smith, Los Angeles)

7. Hadis Nafar, et al v. Hollywood Tanning Systems, Inc.
U.S. District Court – District of New Jersey
Philadelphia, PA
January, 2008 (deposition)
– For Defendant
(Blank Rome, Philadelphia)

8. Brink's Home Security, Inc. v. Apx Alarm Solutions
U.S. District Court – Southern District of Texas
Houston, TX
January, 2008 (deposition)
-- For Defendant
(McGinnis, Lockridge & Kilgore, Houston)

9. David Craig, et al. v. Maurice Tunstall, et al
Circuit Court of Mobile County Alabama
Mobile, Alabama
August, 2008 (deposition)
--For Plaintiff
(Taylor-Martino-Kuykendall, Mobile, AL)

10. Primepoint LLC v. Primepay, Inc.
U.S. District Court – District of New Jersey
Philadelphia, PA
December, 2008 (deposition)
Newark, NJ
February, 2009 (trial)
—For Defendant
(Young & Thompson, Alexandria, VA)

11. In re Expedia Hotel Taxes and Fees Litigation
Superior Court of Washington (King County)
Washington, DC
April, 2009 (deposition)
--For Plaintiff
(Hagans Berman, Seattle, WA)

12. Farberware Licensing Company LLC v. Meyer Marketing Co. LTD
U.S. District Court - Southern District of New York
May, 2009 (deposition) - Washington, DC
August, 2009 (trial) - New York
--For Plaintiff
(Bushell, Sovak, Ozer & Gulmi, New York)

13. Pennington Seed v. Scotts Miracle Grow, Inc.
U.S. District Court – Southern District of Georgia
Atlanta, GA
May, 2009 (hearing)
-- For Plaintiff
(Winston & Strawn, Chicago)

14. Alcel, Inc v. Performance Review Institute, Inc.
U.S. District Court – Eastern District of Virginia
Washington, DC
October, 2009 (deposition)
--For Plaintiff
(Dunlap, Grubb & Weaver, Leesburg, VA)

15. State of Iowa v. Adaptive Marketing, LLC
District Court for Polk County Iowa
Washington, DC
October, 2009 (deposition)
Des Moines, Iowa
November, 2009 (trial)
--For Defendants
(Greenberg Traurig, New York)

16. Waterbury Hospital, et al v. U.S. Foodservice, Inc
U.S. District Court – District of Connecticut
New York
January, 2010 (deposition)
-- For Plaintiff
(Hunton & Williams, Washington, DC)

17. Christopher Kremmell v. North American Company for Life and Health Insurance
U.S. District Court – Central District of California Baltimore Maryland
April, 2010 (deposition)
--For Plaintiff
(Law Office of Larry A. Sackey, Los Angeles)

18. POM Wonderful LLC v. Organic Juice, Inc
U.S. District Court – Southern District of New York
New York, NY
May, 2010 (deposition)
--For Defendants
(Dewey & LeBoeuf, New York)

19. Ryan Goldstein v. The Home Depot USA, Inc.
U.S. District Court – Northern Georgia
Washington, DC
May, 2010 (deposition)
--For Plaintiffs
(Robbins, Geller, Rudman & Dowd, Boca Raton, FL)

# EXHIBIT "B"

### **Ask Landing Survey**

Created: May 21 2010, 4:18 PM Last Modified: May 23 2010, 3:04 PM Design Theme: Basic Blue Language: English Button Options: Labels Disable Browser "Back" Button: False
Search Survey-x
Page 1 - Question 1 - Open Ended - One Line [Mandatory]
Please enter the code that you received in your invitation. This will ensure payment of your incentive
Page 2 - Heading
Next are some questions about internet search engines. If you are not sure of an answer, indicate "Don't know/Not sure." Please DO NOT GUESS
Page 3 - Question 2 - Choice - One Answer (Bullets) [Mandatory]
How frequently, if at all, do you use a company's name or trademark (e.g., "Nike" or "McDonald's" or "Big Mac") as a search term?
O Always O Often O Sometimes O Seldom O Never O Don't know/Not sure
Page 4 - Question 3 - Choice - One Answer (Builets) [Mandatory]
How frequently, if at all, do you use a generic product or service term (e.g., "running shoes" or "burgers") when doing an internet search?
O Always O Often O Sometimes O Seldom O Never O Don't know/Not sure
Page 5 - Question 4 - Choice - One Answer (Bullets) [Mandatory]
Are you familiar with "sponsored links" that appear on some search results pages? They are often at the top or side of the search results page.
O Yes O No [Skip to 16] O Not sure [Skip to 16]

Page 6 - Question 5 - Choice - One Answer (Bullets)	[Mandatory]
Are you familiar with Ask.com sponsored links?	
O V.	
O Yes O No folia 4- 463	
O No [Skip to 16] O Not sure (Skip to 16]	
O Not sure (Skip to 16)	
Page 7 - Question 6 - Choice - One Answer (Bullets)	[Mandatory]
When you search using a specific company name or trademark, do you expect the Ask.com sponsored links to "sponsored" by that particular company or trademark holder?	be
operation by that particular company of quadriant folder?	
O Yes	
O No	
O Don't know/Not sure	
Page 8 - Question 7 - Choice - One Answer (Bullets)	[Mandatory]
When you search using a specific company name or trademark, do you expect the Ask.com sponsored links to	be related
to that particular company or trademark holder in some way?	
O Yes	
O No	
O Don't know/Not sure	
Page 9 - Question 8 - Choice - One Answer (Builets)	[Mandatory]
When you search using a specific company name or trademark, do you expect the Ask.com sponsored links to affiliated with that particular company or trademark holder?	be
annated that that particular company of traggment holders	
O Yes	
O No	
O Don't know/Not sure	
Page 10 - Question 9 - Choice - One Answer (Buillets)	[Mandatory]
If you were to click on the sponsored link that came up after a search for a company or trademark, do you think	that you
could buy the "searched for" company or trademark holder's goods or services through that link?	
O Definitely could buy company's goods/services	
O Probably could buy company's goods/services	
Might or might not be able to buy company's goods/service	
O Probably could not buy company's goods/services	
O Definitely could not buy company's goods/servics	
O Don't know whether could or could not buy company's goods/services	
Page 11 - Question 10 - Choice - One Answer (Bullets)	[Mandatory]
Let's take an example. Are you familiar with the "IPad"?	
O Yes	
O No [Skip to 16]	
O Not sure [Skip to 16]	

	rakes the "iPad"? [PLEASE SPECIFY]	[Mariuatory]
***************************************	takes the first total first total first	
40		rh h = = = = = = = = = = = = = = = = = =
	~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~	[Mandatory]
	e you saw "Apple.com" as a sponsored link from a search for "iPad." Do you think that you would be able d from that sponsored link, if you were to click on it?	10 виу
0	Definitely could buy it	
	Probably could buy it	
	Might or might not be able to buy it	
	Probably could not buy it	
0	Definitely could not buy it	
0	Don't know/Not sure	
Page 14	- Question 13 - Choice - One Answer (Bullets)	[Mandatory
	e you saw "Bob's Electronic Mart" as a sponsored link from a search for "iPad.". Do you think that you wou buy an iPad from that sponsored link, if you were to click on it?	ıld be
		****
	Definitely could buy it	
0	Probably could buy it	
Q	Might or might not be able to buy it	
-	Probably could not buy it	
O	Definitely could not buy it	
0	Don't know/Not sure	
**************		[Mandatory
Assum purcha it?	e you saw "iPadd \$89.34 On Sale" as a sponsored link from a search for "iPad" and you were interested in sing an iPad. Do you think that you would be able to buy an iPad from that sponsored link, if you were to determine the control of the contro	n eliek on
0	Definitely could buy it	
	Probably could buy it	
	Might or might not be able to buy it	
Ō	Probably could not buy it	
0	Definitely could not buy it	
0	Don't know/Not sure	
Page 16	- Question 15 - Choice - One Answer (Bullets)	[Mandatory
Gender		
	Male	
0	Female	
	- Question 16 - Choice - One Answer (Builets)	[Mandatory
Age?		
Ö	Under 21	
Ō	21 - 25	
Õ	26 - 30	
$\circ$	31 - 40	

O 41 - 50	
O 51-60	
O Over 60	
Page 18 - Question 17 - Chalce - One Answer (Bullets)	[Mandatory]
Highest level of education achieved?	
O High school or less	· <del></del>
O Some college or technical school	
2-Year college graduate     4-year college graduate	
O Graduate school/degree	
O Graduate school/degree	
Thank You Page	
Redirect: <a href="http://www.testspin.com/endpages/success.php">http://www.testspin.com/endpages/success.php</a>	
Screen Out Page	
Redirect: <a href="http://www.testspin.com/endpages/disqualify.php">http://www.testspin.com/endpages/disqualify.php</a>	
Over Quota Page	
Redirect: <a href="http://www.testspin.com/endpages/quotafull.php">http://www.testspin.com/endpages/quotafull.php</a>	
Survey Closed Page	
The survey is now closed. Thank you for considering it.	
L	

Z zoomerang

### Google landing survey (1)

Created: May 21 2010, 4:33 PM Last Modified: May 23 2010, 12:12 PM Design Theme: Basic Blue Language: English Button Options: Labels Disable Browser "Back" Button: False

Search Survey-x
Please enter the code that you received in your invitation. This will ensure payment of your incentive
The about the code that you received in your invitation. This will ensure payment of your incentive
Page 2 - Heading
Next are some questions about internet search engines. If you are not sure of an answer, indicate "Don't know/Not sure." Please DO NOT GUESS
Page 3 - Question 2 - Choice - One Answer (Bullets) [Mandatory]
How frequently, if at all, do you use a company's name or trademark (e.g., "Nike" or "McDonald's" or "Big Mac") as a search term?
O Always O Often O Sometimes O Seldom O Never O Don't know/Not sure
Page 4 - Question 3 - Choice - One Answer (Bullets) [Mandatory]
How frequently, if at all, do you use a generic product or service term (e.g., "running shoes" or "burgers") when doing an internet search?
O Always O Often O Sometimes O Seldom O Never O Don't know/Not sure
Page 5 - Question 4 - Choice - One Answer (Buillets) [Mandatory]
Are you familiar with "sponsored links" that appear on some search results pages? They are often at the top or side of the search results page.
<ul><li>○ Yes</li><li>○ No [Skip to 16]</li><li>○ Not sure [Skip to 16]</li></ul>

	vandatory
Аге you familiar with Google.com sponsored links?	
O Yes O No [Skip to 16] O Not sure [Skip to 16]	
Page 7 - Question 6 - Choice - One Answer (Bullets)	Mandatory]
When you search using a specific company name or trademark, do you expect the Google.com sponsored links to "sponsored" by that particular company or trademark holder?	pe
O Yes	
O No O Don't know/Not sure	
Page 8 - Question 7 - Choice - One Answer (Bullets)	Mandatory)_
When you search using a specific company name or trademark, do you expect the Google.com sponsored links to related to that particular company or trademark holder in some way?	be
O Yes	
◯ No ◯ Don't know/Not sure	
	dendelory)
When you search using a specific company name or trademark, do you expect the Google.com sponsored links to affiliated with that particular company or trademark holder?	De
O Yes	
O No	
O Don't know/Not sure	
Page 10 - Question 9 - Choice - One Answer (Bullets)	andatory)
If you were to click on the sponsored link that came up after a search for a company or trademark, do you think you buy the "searched for" company or trademark holder's goods or services through that link?	r conlq
O Definitely could buy company's goods/services	
O Probably could buy company's goods/services	
O Might or might not be able to buy company's goods/service	
Probably could not buy company's goods/services     Definitely could not buy company's goods/servics	
O Don't know whether could or could not buy company's goods/services	
Page 11 - Question 10 - Choice - One Answer (Builets) (M	landatory]
Let's take an example. Are you familiar with the "iPad"?	
O Yes	
O No [Skip to 16]	
O Not sure (Skip to 16)	

l	2 - Question 11 - Open Ended - One Line	[Mandatory]
Who n	makes the "iPad"? [PLEASE SPECIFY]	
L		
****************		***************
		[Mandatory]
	ne you saw "Apple.com" as a sponsored link from a search for "IPad.". Do you think, that you would be able	to buy
an iPa	d from that sponsored link, if you were to click on it?	
0	Definitely could buy it	
	Probably could buy it	
	Might or might not be able to buy it	
	Probably could not buy it	
	Definitely could not buy it	
Ó	Don't know/Not sure	
D 44	A. Conseller (D. Chales, One Annuary (Bullion)	m 4 4 - 4
		[Mandatory]
Assun	ne you saw "Bob's Electronic Mart" as a sponsored link from a search for "¡Pad." Do you think that you wou	ild þe
able to	buy an iPad from that sponsored link, if you were to click on it?	
	Definitely could buy it	
	Probably could buy it	
0	Might or might not be able to buy it	
0	Probably could not buy it	
0	Definitely could not buy it	
0	Don't know/Not sure	
Page 15	5 - Question 14 - Choice - One Answer (Rullets)	Mandatoryl
		[Mandatory]
Assum	ne you saw "IPadd \$89.34 On Sale" as a sponsored link from a search for "iPad" and you were interested in	
Assum purcha		
Assum	ne you saw "IPadd \$89.34 On Sale" as a sponsored link from a search for "iPad" and you were interested in	
Assum purcha It?	ne you saw "IPadd \$89.34 On Sale" as a sponsored link from a search for "iPad" and you were interested in asing an IPad. Do you think that you would be able to buy an IPad from that sponsored link, if you were to d	
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Assum purcha It?	ne you saw "IPadd \$89.34 On Sale" as a sponsored link from a search for "iPad" and you were Interested in asing an IPad. Do you think that you would be able to buy an IPad from that sponsored link, If you were to do Definitely could buy it  Probably could buy it Might or might not be able to buy it	
Assum purchalt?	ne you saw "IPadd \$89.34 On Sale" as a sponsored link from a search for "iPad" and you were interested in asing an IPad. Do you think that you would be able to buy an IPad from that sponsored link, if you were to do Definitely could buy it  Probably could buy it Might or might not be able to buy it Probably could not buy it	
Assum purchalt?	ne you saw "IPadd \$89.34 On Sale" as a sponsored link from a search for "iPad" and you were Interested in asing an IPad. Do you think that you would be able to buy an IPad from that sponsored link, If you were to compare the control of the property could buy it if the IPad III and the IPad III and III are the IPad III and III are the IPad III and III are the IPad III are the IP	
Assum purchalt?	ne you saw "IPadd \$89.34 On Sale" as a sponsored link from a search for "iPad" and you were interested in asing an IPad. Do you think that you would be able to buy an IPad from that sponsored link, if you were to do Definitely could buy it  Probably could buy it Might or might not be able to buy it Probably could not buy it	
Assum purchalt?	ne you saw "IPadd \$89.34 On Sale" as a sponsored link from a search for "iPad" and you were Interested in asing an IPad. Do you think that you would be able to buy an IPad from that sponsored link, If you were to compare the control of the property could buy it if the IPad III and the IPad III and III are the IPad III and III are the IPad III and III are the IPad III are the IP	
Assum purcha II?	ne you saw "IPadd \$89.34 On Sale" as a sponsored link from a search for "iPad" and you were Interested in asing an IPad. Do you think that you would be able to buy an IPad from that sponsored link, If you were to do Definitely could buy it  Probably could buy it Might or might not be able to buy it Probably could not buy it Definitely could not buy it Definitely could not buy it Definitely could not buy it Don't know/Not sure	
Assum purcha II?	ne you saw "IPadd \$89.34 On Sale" as a sponsored link from a search for "iPad" and you were Interested in asing an IPad. Do you think that you would be able to buy an IPad from that sponsored link, If you were to do Definitely could buy it  Probably could buy it  Might or might not be able to buy it  Probably could not buy it  Definitely could not buy it  Definitely could not buy it  Don't know/Not sure	blick on
Assum purcha it?	ne you saw "IPadd \$89.34 On Sale" as a sponsored link from a search for "iPad" and you were Interested in asing an IPad. Do you think that you would be able to buy an IPad from that sponsored link, If you were to do Definitely could buy it  Probably could buy it  Might or might not be able to buy it  Probably could not buy it  Definitely could not buy it  Definitely could not buy it  Don't know/Not sure	blick on
Assum purcha II?	ne you saw "iPadd \$89.34 On Sale" as a sponsored link from a search for "iPad" and you were interested in asing an IPad. Do you think that you would be able to buy an iPad from that sponsored link, if you were to do Definitely could buy it if it is in the able to buy it is it is in the probabily could not buy it is in Definitely could not buy it is in Definitely could not buy it is in Don't know/Not sure is Guestion 15 - Choice - One Answer (Butters)	blick on
Assum purcha It?	ne you saw "IPadd \$89.34 On Sale" as a sponsored link from a search for "iPad" and you were Interested in asing an IPad. Do you think that you would be able to buy an IPad from that sponsored link, If you were to do Definitely could buy it  Probably could buy it  Might or might not be able to buy it  Probably could not buy it  Definitely could not buy it  Don't know/Not sure  - Question 15 - Choice - One Answer (Bullets)	blick on
Assum purcha II?	ne you saw "iPadd \$89.34 On Sale" as a sponsored link from a search for "iPad" and you were interested in asing an IPad. Do you think that you would be able to buy an iPad from that sponsored link, if you were to do Definitely could buy it if it is in the able to buy it is it is in the probabily could not buy it is in Definitely could not buy it is in Definitely could not buy it is in Don't know/Not sure is Guestion 15 - Choice - One Answer (Butters)	blick on
Assum purcha it?	ne you saw "iPadd \$89.34 On Sale" as a sponsored link from a search for "iPad" and you were interested in asing an iPad. Do you think that you would be able to buy an iPad from that sponsored link, if you were to describe the probably could buy it.  Probably could buy it.  Might or might not be able to buy it.  Probably could not buy it.  Definitely could not buy it.  Don't know/Not sure.  G-Question 15 - Choice - One Answer (Bullets).	blick on
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Assum purcha it?	ne you saw "iPadd \$89.34 On Sale" as a sponsored link from a search for "iPad" and you were interested in asing an iPad. Do you think that you would be able to buy an iPad from that sponsored link, if you were to describe the probably could buy it.  Probably could buy it.  Might or might not be able to buy it.  Probably could not buy it.  Definitely could not buy it.  Don't know/Not sure.  G-Question 15 - Choice - One Answer (Bullets).	blick on
Assum purcha it?	ne you saw "IPadd \$89.34 On Sale" as a sponsored link from a search for "iPad" and you were interested in asing an IPad. Do you think that you would be able to buy an IPad from that sponsored link, if you were to desire the probably could buy it is probably could buy it is probably could not buy it is periodic probably could not buy it is periodic probably could not buy it is periodic point know/Not sure is a Question 15 - Choice - One Answer (Buttets) is a Question 15 - Choice - One Answer (Buttets) is periodic probable of the probable	blick on
Assum purchal It?	ne you saw "IPadd \$89.34 On Sale" as a sponsored link from a search for "iPad" and you were Interested in asing an IPad. Do you think that you would be able to buy an IPad from that sponsored link, if you were to describe the probably could buy it is probably could buy it is probably could not buy it is periodic probably could not buy it is periodic probably could not buy it is periodic probably could not buy it is pon't know/Not sure is Question 15 - Choice - One Answer (Bultets) in Male is Female  Male Female  Guestion 16 - Choice - One Answer (Bullets)	blick on
Assum purcha It?	ne you saw "IPadd \$89.34 On Sale" as a sponsored link from a search for "iPad" and you were Interested in asing an IPad. Do you think that you would be able to buy an IPad from that sponsored link, if you were to describe the probably could buy it is probably could buy it is probably could not buy it is periodic peri	blick on

O 4	i1 - 50	
O 5	51 - 60	
0.0	Over 60	
Page 18 - C	Question 17 - Cholce - One Answer (Bullets)	Mandatory)
Highest Is	evel of education achieved?	
0.11		
	tigh school or less	
	Some college or technical school 3-Year college graduate	
	-year college graduate -year college graduate	
	Graduate school/degree	
	State of the state	
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Over Quota	Page	
Redirect:	<a href="http://www.lestspin.com/endpages/quotafull.php">http://www.lestspin.com/endpages/quotafull.php</a>	1
Survey Clos	ed Page	
The surve	ey is now closed. Thank you for considering it.	

Z zoomerang

### **Search Survey Entry Point**

Created: May 21 2010, 3:35 PM Last Modified: May 23 2010, 3:01 PM Design Theme: Basic Blue Language: English Button Options: Labels Disable Browser "Back" Button: True

Search Survey-x	
Page 1 - Question 1 - Choice - One Answer (Bulkets)	[Mandatory]
Do you use internet search engines?	
	· · · · · · · · · · · · · · · · · · ·
O Yes	
O No [Screen Out]	
Page 2 - Question 2 - Choice - Multiple Answers (Buildts)	
Which of the following search engines, if any, do you use? [CHECK ALL THAT APPLY]	[Mandatory]
Which of the following search engines, if any, do you user [CRECK ALL THAT APPLY]	
☐ Ask.com [Skip to 3]	
Yahoo.com [Skip to 4]	
Google.com (Skip to 5)	
AOL.com [Screen Out]	
CNN.com (Screen Out)	
YouTube.com [Screen Out]	
☐ Other, please specify	
Page 3 - Heading	
Do not click the submit button	
Please click the link directly below to continue in the survey.	•
http://www.zoomerang.com/Survey/WEB22APHES6B6Z	
Unconditional Screen Out	
Porc 4. Headles	
Page 4 - Heading  Do not click the submit button	
DO NOT GICK THE SHOTHER DUCKON	
Please click the link directly below to continue in the survey.	
http://www.zoomerang.com/Survey/WEB22APHET6B7M	

Unconditional Screen Out

Page 5 - Heading
Do not click the submit button
Please click the link directly below to continue in the survey. http://www.zoomerang.com/Survey/WEB22APHFF6BKT
Unconditional Screen Out
Page 8 - Heading
Placeholder
Thank You Page
Thank you for participating in this study.
Screen Out Page
One or more of your answers disqualifies you from this survey.
Over Quota Page
The quote of respondents based on one or more of your answers is filled.
Survey Closed Page
The survey is now closed. Thank you for considering it

### Yahoo landing survey

Created: May 21 2010, 4:21 PM

Last Modifled: May 23 2010, 11:56 AM Design Theme: Basic Blue Language: English Button Options: Labels Disable Browser "Back" Button: False  Search Survey-x  Page 1 - Question 1 - Open Ended - One Line [Mandatory] Please enter the code that you received in your invitation. This will ensure payment of your incentive  Page 2 - Heading Next are some questions about internet search engines. If you are not sure of an answer, Indicate "Don't know/Not sure." Please DO NOT GUESS  Page 3 - Question 2 - Choice - One Answer (Bulleto) [Mandatory] How frequently, if at all, do you use a company's name or trademark (e.g., "Nike" or "McDonald's" or "Big Mac") as a search term?  Always Often Sometimes Seldom Never Don't know/Not sure  Page 4 - Question 3 - Choice - One Answer (Bulleto) [Mandatory] How frequently, if at all, do you use a generic product or service term (e.g., "running shoes" or "burgers") when doing an internet search?  Always Often	
Disable Browser "Back" Button: False	
Search Survey-x	
Page 1 - Question 1 - Open Ended - One Line [Mandator	1_
Please enter the code that you received in your invitation. This will ensure payment of your incentive	_
	<sub>1</sub>
Next are some questions about internet search engines. If you are not sure of an answer, indicate "Don't know/Not sure."  Please DO NOT GUESS	
Page 3 - Question 2 - Choice - One Answer (Bullets)  [Mandaton	·)
O Always	
•	
O Sometimes	
O Seldom	
O Don't know/Not sure	
	Ц
How frequently, if at all, do you use a generic product or service term (e.g., "running shoes" or "burgers") when doing an internet search?	
O Always	
O Often	
O Sometimes	
O Seldom	
O Never	
O Don't know/Not sure	
Page 5 - Question 4 - Choice - One Answer (Bullets) [Mandatory	
Are you familiar with "sponsored links" that appear on some search results pages? They are often at the top or side of the search results page.	
O Yes	_
O No [Skip to 16]	
O Not sure [Skip to 16]	

Page 6 - Question 5 - Choice - One Answer (Bullets)	[Mandatory]
Are you famillar with Yahoo.com sponsored links?	
O Yes	
O No [Skip to 16]	
O Not sure [Skip to 16]	
O NOT SUITE (OKIP TO 10)	
Page 7 - Question 6 - Choice - One Answer (Bullets)	[Mandatory]
When you search using a specific company name or trademark, do you expect the Yahoo.com sponsore	d links to be
"sponsored" by that particular company or trademark holder?	
O Yes	
O No	
O Don't know/Not sure	
Page 8 - Question 7 - Choice - One Answer (Bullets)	[Mandatory]
When you search using a specific company name or trademark, do you expect the Yahoo.com sponsored	
related to that particular company or trademark holder in some way?	I miks to be
O Yes	
O No	
O Don't know/Not sure	
Page 9 - Question 8 - Choice - One Answer (Builets)	[Mandatory]
When you search using a specific company name or trademark, do you expect the Yahoo.com sponsored affiliated with that particular company or trademark holder?	l links to be
O Yes	······································
O No	
O Don't know/Not sure	
Page 10 - Question 9 - Choice - One Answer (Bullets)	[Mandalory]
If you were to click on the sponsored link that came up after a search for a company or trademark, do you	think that you
could buy the "searched for" company or trademark holder's goods or services through that link?	
O Definitely could buy company's goods/services	
O Probably could buy company's goods/services	
O Might or might not be able to buy company's goods/service	
O Probably could not buy company's goods/services	
O Definitely could not buy company's goods/servics	
O Don't know whether could or could not buy company's goods/services	
Page 11 - Question 10 - Choice - One Answer (Bullets)	[Mandetory]
Let's take an example. Are you familiar with the "iPad"?	
O Yes	
O No [Skip to 16]	
O Not sure [Skip to 16]	

	2 - Question 11 - Open Enged - One Line	[Mandalory
Who n	makes the "iPad"? [PLEASE SPECIFY]	
Pana 13	3 - Question 12 - Choice - One Answer (Bullets)	
		[Mandatory
an iPa	ne you saw "Apple.com" as a sponsored link from a search for "tPad." Do you think that you would be ab ad from that sponsored link, if you were to click on it?	e to buy
0	Definitely could buy it	, ,,,
0		
0	O	
_	Probably could not buy it	
0		
0	Don't know/Not sure	
	4 - Question 13 - Choice - One Answer (Bullets)	[Mandatory]
Assum able to	ne you saw "Bob's Electronic Mart" as a sponsored link from a search for "iPad." Do you think that you work buy an iPad from that sponsored link, if you were to click on It?	ould be
0	Definitely could buy it	
	Probably could buy it	
	Might or might not be able to buy it	
0	Probably could not buy it	
ੁ		
0	Don't know/Not sure	
Page 15	5 - Question 14 - Choice - One Answer (Buillets)	[Mandatory]
	ne you saw "iPadd \$89.34 On Sale" as a sponsored link from a search for "iPad" and you were interested asing an iPad. Do you think that you would be able to buy an iPad from that sponsored link, if you were to	
0	Definitely could buy it	
	Probably could buy it	
Ō		
0		
0	Definitely could not buy it	
0	Don't know/Not sure	
<sup>3</sup> age 16	- Question 15 - Choice - One Answer (Bullets)	[Mandatory]
Gende	r	
0	Male	
0	Female	
age 17	- Question 16 - Cholce - One Answer (Bullets)	[Mandatory]
\ge?		
0	Under 21	
Ō	21 - 25	
Ŏ	26 - 30	
$\circ$	31 - 40	

O 41-50	
O 51-60	
O Over 60	
Page 18 - Question 17 - Choice - One Answer (Bullets)	[Mandatory]
Highest level of education achieved?	
O High school or less	
O Some college or technical school	
O 2-Year college graduate	
O 4-year college graduate	
○ Graduate school/degree	
Thank You Page	
Redirect; <a href="http://www.testspin.com/endpages/success.php">http://www.testspin.com/endpages/success.php</a>	į
Screen Out Page	
Redirect: <a href="http://www.testspin.com/endpages/disqualify.php">http://www.testspin.com/endpages/disqualify.php</a>	
Over Quota Page	
Redirect: <a href="http://www.testspin.com/endpages/quotafull.php">http://www.testspin.com/endpages/quotafull.php</a>	
Survey Closed Page	
The survey is now closed. Thank you for considering it.	

# EXHIBIT "C"

# Search Survey Entry Point Results Overview



Date: 6/2/2010 1:21 PM PST

Responses: Completes | Partials | Screen Outs | Over Quota

Filter: No filter applied

#### 1. Do you use internet search engines?

Yes Comment of the Co	990	98%
No 🚭	17	2%
Total	1007	100%

### 2. Which of the following search engines, if any, do you use? [CHECK ALL THAT APPLY]

Ask.com		257	26%
Yahoo.com		549	55%
Google.com		871	88%
AOL.com		142	14%
CNN.com	(******)	76	8%
YouTube.com	COLUMN	235	24%
Other, please specify		154	16%

Do not click the submit button  $\ \$  Please click the link directly below to continue in the survey. http://www.zoomerang.com/Survey/WEB22APHES686Z

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Do not click the submit button Please click the link directly below to continue in the survey. http://www.zoomerang.com/Survey/WEB22APHFF6BKT

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2 of 2

# Ask Landing Survey Results Overview



Date: 6/2/2010 1:18 PM PST Responses: Completes Filter: No filter applied

Next are some questions about internet search engines. If you are not sure of an answer, indicate "Don't know/Not sure." Please DO NOT GUESS

How frequently, if at all, do you use a company's name or trademark (e.g., "Nike" or "McDonald's" or "Big Mac") as a search term?

Always	600	13	6%
Often		77	38%
Sometimes		67	33%
Seldom		29	14%
Never		13	6%
Don't know/Not sure	•	2	1%
erre de la companya d	Total	201	100%

How frequently, if at all, do you use a generic product or service term (e.g., "running shoes" or "burgers") when doing an internet search?

Always		12	6%
Often	Carter relational and plants and the anger solver.	100	50%
Sometimes	(24/25/25/25)	67	33%
Seldom	(19-19)	17	8%
Never	•	4	2%
Don't know/Not sure		1	0%
والجهار المعادلات والمراوية والمراوية والمناوية والمناوية والمناوية والمناوية والمناوية والمناوية والمناوية والمناوية	Total	201	100%

4. Are you familiar with "sponsored links" that appear on some search results pages? They are often at the top or side of the search results page.

		والمار والمعادل المساول والمحالة والمراج والمراج والمراج والمراج والمراج والمراجع وا	
Yes	the programme place of the configuration and the program of the second	186	93%
ete treasure in a see		Appropriate designation and the second secon	(man - 1 and
No	<b>8</b>	4	2%
		والمترون والمناور	المرجوب بمرجب سندج وسيماني والتناز والتقارب والمتازية والمتازية

6/2/10 1:18 PM

Not sure	***	11	5%	:
) -	Total	201	100%	

5.: Are you familiar with Ask.com sponsored links?

Yes		109	59%
No		28	15%
Not sure		49	26%
	Total	186	100%

6. When you search using a specific company name or trademark, do you expect the Ask.com sponsored links to be "sponsored" by that particular company or trademark holder?

Yes	SAME AND ADDRESS OF THE PARTY O	58	53%
No		25	23%
Don't know/Not sure		26	24%
	Total	109	100%

7. When you search using a specific company name or trademark, do you expect the Ask.com sponsored links to be related to that particular company or trademark holder in some way?

Yes		77	71%
No	(4.75%, 775)	17	16%
Don't know/Not sure		15	14%
	Total	109	100%

8. When you search using a specific company name or trademark, do you expect the Ask.com sponsored links to be affiliated with that particular company or trademark holder?

Yes	The Company of the Mark of the Company of the Compa	61	56%
No		29	27%
Don't know/Not sure		19	17%
	Total	109	100%

 $\mathcal{Z}_{r}$ 

If you were to click on the sponsored link that came up after a search for a company or trademark, do you think that you could buy the "searched for" company or trademark holder's goods or services through that link?

Definitely could buy company's goods/services		28	26%
Probably could buy company's goods/services		43	39%
Might or might not be able to buy company's goods/service		31	28%
Probably could not buy company's goods/services		3	3%
Definitely could not buy company's goods/servics		į	1%
Don't know whether could or could not buy company's goods/services		3	3%
	Total	109	100%

 $f 10._{\odot}$  Let's take an example. Are you familiar with the "iPad"?

Yes		90	83%
No		18	17%
Not sure	0	1	1%
2	Total	109	100%

12. Assume you saw "Apple.com" as a sponsored link from a search for "iPad." Do you think that you would be able to buy an iPad from that sponsored link, if you were to click on it?

Definitely could buy it	41	46%
Probably could buy	36	40%
Might or might not be able to buy it	9	10%
Probably could not buy it	3	3%

Definitely could not buy it	ž Televista	0	0%
Don't know/Not sure		1	1%
	Total	90	100%

13. Assume you saw "Bob's Electronic Mart" as a sponsored link from a search for "iPad." Do you think that you would be able to buy an iPad from that sponsored link, if you were to click on it?

Definitely could buy it		17	19%
Probably could buy it		34	38%
Might or might not be able to buy it		25	28%
Probably could not buy it		12	13%
Definitely could not buy it		2	2%
Don't know/Not sure		0	0%
POPEL CONTROL OF THE POPEL PROPERTY OF THE POPEL PROPERTY OF THE POPEL PROPERTY OF THE POPEL PROPERTY OF THE POPEL POPEL PROPERTY OF THE POPEL P	Total	90	100%

Assume you saw "Padd \$89.34 On Sale" as a sponsored link from a search for "Pad" and you were 14. Interested in purchasing an iPad. Do you think that you would be able to buy an iPad from that sponsored link, if you were to click on it?

Definitely could buy it		35	39%
Probably could buy it		18	20%
Might or might not be able to buy it		12	13%
Probably could not buy it		10	11%
Definitely could not buy it		14	16%
Don't know/Not sure	8	1	1%
the delical material property and a second property of	Total	90	100%

### 15. Gender

Male		71	35%
Female		130	65%
	Total	201	100%

#### 16. Age?

Under 21		0	0%
21 - 25		6	3%
26 - 30		27	13%
31 - 40	Orași e re	45	22%
41 - 50	AND COMMENCE OF THE PROPERTY.	81	40%
51 - 60		42	21%
Over 60		0	0%
	Total	201	100%

#### 17. Highest level of education achieved?

High school or less		26	13%
Some college or technical school		57	28%
2-Year college graduate		26	13%
4-year college graduate		54	27%
Graduate school/degree		38	19%
- In the Common months and an in the Commonwell of	Total	201	100%

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## Google landing survey Results Overview



Date: 6/2/2010 1:19 PM PST Responses: Completes Filter: No filter applied

Next are some questions about internet search engines. If you are not sure of an answer, indicate "Don't know/Not sure." Please DO NOT GUESS

How frequently, if at all, do you use a company's name or trademark (e.g., "Nike" or "McDonald's" or "Big Mac") as a search term?

Always	6	2	1%
Often		41	20%
Sometimes		78	39%
Seldom		56	28%
Never		20	10%
Don't know/Not sure	•	4	2%
	Total	201	100%

How frequently, if at all, do you use a generic product or service term (e.g., "running shoes" or "burgers") when doing an internet search?

Always	•	7	3%
Often		87	43%
Sometimes		80	40%
Seldom		15	7%
Never		8	4%
Don't know/Not sure		4	2%
	Total	201	100%

4. Are you familiar with "sponsored links" that appear on some search results pages? They are often at the top or side of the search results page.

Yes	164	82%
No	18	9%

5.

Not sure		19	9%
-	Total	201	100%

5. Are you familiar with Google.com sponsored links?

Yes		141	86%
No		8	5%
Not sure		15	9%
	Total	164	100%

When you search using a specific company name or trademark, do you expect the Google.com sponsored links to be "sponsored" by that particular company or trademark holder?

Yes		59	42%
No		44	31%
Don't know/Not sure		38	27%
	Total	141	100%

7. When you search using a specific company name or trademark, do you expect the Google.com sponsored links to be related to that particular company or trademark holder in some way?

Yes	Control of the second s	92	65%
No		23	16%
Don't know/Not sure		26	18%
	Total	141	100%

8. When you search using a specific company name or trademark, do you expect the Google.com sponsored links to be affiliated with that particular company or trademark holder?

Yes		68	48%
No		45	32%
Don't know/Not sure		28	20%
New York Control of the Control of t	Total	141	100%

### 9. If you were to click on the sponsored link that came up after a search for a company or trademark, do you think you could buy the "searched for" company or trademark holder's goods or services through that link?

Definitely could buy company's goods/services		16	11%
Probably could buy company's goods/services		59	42%
Might or might not be able to buy company's goods/service		49	35%
Probably could not buy company's goods/services		4	3%
Definitely could not buy company's goods/servics		1	1%
Don't know whether could or could not buy company's goods/services		12	9%
	Total	141	100%

#### 10. Let's take an example. Are you familiar with the "iPad"?

Yes		126	89%
No		11	8%
Not sure		4	3%
:	Total	141	100%

### 12. Assume you saw "Apple.com" as a sponsored link from a search for "iPad." Do you think that you would be able to buy an iPad from that sponsored link, if you were to click on it?

Definitely could buy it	59	47%
Probably could buy it	45	36%
Might or might not be able to buy it	19	15%
Probably could not buy it	1	1%

3 of 5 6/2/10 1:19 PM

Definitely could not buy it		0	0%
Don't know/Not sure	•	2	2%
	Total	126	100%

Assume you saw "Bob's Electronic Mart" as a sponsored link from a search for "IPad." Do you think that you would be able to buy an IPad from that sponsored link, if you were to click on it?

Definitely could buy it		12	10%
Probably could buy it		48	38%
Might or might not be able to buy it	(*************************************	53	42%
Probably could not buy it		4	3%
Definitely could not buy it		4	3%
Don't know/Not sure		5	4%
A Printer and the Control of the Con	Total	126	100%

Assume you saw "iPadd \$89.34 On Sale" as a sponsored link from a search for "IPad" and you were 14. Interested in purchasing an IPad. Do you think that you would be able to buy an IPad from that sponsored link, if you were to click on it?

Definitely could buy it		29	23%
Probably could buy it		22	17%
Might or might not be able to buy it		30	24%
Probably could not buy it		16	13%
Definitely could not buy it		25	20%
Don't know/Not sure		4	3%
THE CORP. LANCE OF CONTRACTOR AND ADDRESS OF THE PARTY OF	Total	126	100%

### **15.** Gender

Male		62	31%
Female	Commence of the commence of th	139	69%
	Totai	201	100%

Under 21		3	1%
21 - 25		12	6%
26 - 30		24	12%
31 - 40		53	26%
41 - 50		84	42%
51 - 60		25	12%
Over 60		0	0%
	Total	201	100%

#### 17. Highest level of education achieved?

High school or less		33	16%
Some college or technical school		53	26%
2-Year college graduate		21	10%
4-year college graduate		66	33%
Graduate school/degree		28	14%
\$	Total	201	100%

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# Yahoo landing survey Results Overview



Date: 6/2/2010 1:20 PM PST Responses: Completes Filter: No filter applied

Next are some questions about internet search engines. If you are not sure of an answer, indicate "Don't know/Not sure." Please DO NOT GUESS

How frequently, if at all, do you use a company's name or trademark (e.g., "Nike" or "McDonald's" or "Big Mac") as a search term?

Always		12	6%
Often		53	26%
Sometimes		81	40%
Seldom		40	20%
Never		13	6%
Don't know/Not sure	•	2	1%
And Annual Control of the Control of	Total	201	100%

3. How frequently, if at all, do you use a generic product or service term (e.g., "running shoes" or "burgers") when doing an internet search?

Always		15	7%
Often		81	40%
Sometimes		75	37%
Seldom		22	11%
Never	•	7	3%
Don't know/Not sure		1	0%
k I	Total	201	100%

4. Are you familiar with "sponsored links" that appear on some search results pages? They are often at the top or side of the search results page.

Yes		AT CONCEASE MARKING ON ASSESSMENT	179	89%	
Software and the same of the of	ومعتار بساوي والمراويونيين وأباده والرواب والمراوي				
No	<b>43</b>	į	7	3%	
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Not sure		15	7% :
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	Total	201	100%
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5. Are you familiar with Yahoo.com sponsored links?

Yes		130	73%
No		15	8%
Not-sure		34	19%
	Total	179	100%

6. When you search using a specific company name or trademark, do you expect the Yahoo.com sponsored links to be "sponsored" by that particular company or trademark holder?

Yes		72	55%
No		27	21%
Don't know/Not sure		31	24%
7-1-2	Total	130	100%

When you search using a specific company name or trademark, do you expect the Yahoo.com sponsored links to be related to that particular company or trademark holder in some way?

Yes	Control of the Service of the Control of the Contro	86	66%
No		26	20%
Don't know/Not sure		18	14%
	Total	130	100%

8. When you search using a specific company name or trademark, do you expect the Yahoo.com sponsored links to be affiliated with that particular company or trademark holder?

Yes		72	55%
No		38	29%
Don't know/Not sure		20	15%
	Total	130	100%

6/2/10 1:20 PM

If you were to click on the sponsored link that came up after a search for a company or trademark, do you shink that you could buy the "searched for" company or trademark holder's goods or services through that link?

Definitely could buy company's goods/services		24	18%
Probably could buy company's goods/services		48	37%
Might or might not be able to buy company's goods/service		43	33%
Probably could not buy company's goods/services		4	3%
Definitely could not buy company's goods/servics		3	2%
Don't know whether could or could not buy company's goods/services		8	6%
	Total	130	100%

10. Let's take an example. Are you familiar with the "iPad"?

Yes		114	88%
No		14	11%
Not sure	•	. 2	2%
	Total	130	100%

Assume you saw "Apple.com" as a sponsored link from a search for "iPad." Do you think that you would be able to buy an iPad from that sponsored link, if you were to click on it?

Definitely could buy it	eras, a prima Aprilla ra imprantenta a manto densa men	56	49%
Probably could buy It		<b>3</b> 7	32%
Might or might not be able to buy it	(Extra State)	14	12%
Probably could not buy it		4	4%

3

Definitely could not buy it		1	1%
Don't know/Not sure		<b>2</b>	2%
	Total	114	100%

Assume you saw "Bob's Electronic Mart" as a sponsored link from a search for "iPad." Do you think that you would be able to buy an iPad from that sponsored link, if you were to click on it?

Definitely could buy it		24	21%
Probably could buy it	Note that the property of the second	51	45%
Might or might not be able to buy it		28	25%
Probably could not buy it		4	4%
Definitely could not buy it		3	3%
Don't know/Not sure		4	4%
erendekter alandek e krimikariak ik manarakan da indaniska indaniska indaniska indaniska indaniska indaniska i	Total	114	100%

Assume you saw "IPadd \$89.34 On Sale" as a sponsored link from a search for "IPad" and you were Interested in purchasing an IPad. Do you think that you would be able to buy an iPad from that sponsored link, if you were to click on it?

Definitely could buy it		31	27%
Probably could buy it		25	22%
Might or might not be able to buy it		15	13%
Probably could not buy it		15	13%
Definitely could not buy it		24	21%
Don't know/Not sure		4	4%
to a separation of the contract of the contrac	Total	114	100%

### 15. Gender

Male	Carte	75	37%
Female		126	63%
And the second and the second	Total	201	100%

16. Age?

Under 21		2	1%
21 - 25		6	3%
26 - 30		33	16%
31 - 40		62	31%
41 - 50		67	33%
51 - 60		31	15%
Over 60		. 0	0%
	Total	201	100%

#### 17. Highest level of education achieved?

High school or less		27	13%
Some college or technical school		43	21%
2-Year college graduate		24	12%
4-year college graduate		82	41%
Graduate school/degree		25	12%
	Total	201	100%

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# EXHIBIT "D"

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2	Which of the following internet search engines, if any, do you use? [CHE ALL THAT APPLY]
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Selow a answer.	Survey  Do you ever use internet search engines when making aidhe reservations?  Yes  No  Don't know
Selow a answer.	are some questions about internet search engines. If you are not sure of a likelited a "Don't known tot sure." Please DO NOT GUESS  Survey  Do you ever use internet search engines when making sixthe reservations?  Yes No
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Selow a answer.	Survey  Do you ever use internet search engines when making sittine reservations?  Yes  No  Don't know  Survey  Survey  Yes  No  Don't know  Survey
Seiow a anewer.  FPX-1	By some questions about internal search engines. If you are not sure of a likelitate "Don't known tot sure." Please DO NOT GUESS  Surery  Do you ever use internal search engines when making sittine reservisions?  Yes No Don't know  Servey  Servey  Have you ever flown on Southweet Arrings?
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6	How likely is it that you would be able to buy a fictiet for a Southwest Airbas light if you click on the 'Smartistes, con\'Southwest' eponsored ank?
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	<ul> <li>Probaby could buy a Southwest Airlinea licket from Smartfares.com</li> </ul>
	Might or might not be able to buy a Southwest Aliferes Schal from Smartistres.com
	Probably could not buy a Southwest Airlines ticket from Smartisers.com
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9	Based on what is said or suggested on the internet search engine page Smertlanes.com/Southwest associated with Southwest Aktines?
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10	Based on what is said or supposted on the internal search engine page 'Smarttines.com/Southwest aponeous by Southwest Airlines?
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	Slavey  Based on what is said or suggested on the Internet search angles page
	Survey  Based on what is said or suggested on the Internet search angine page Smartfores, con/Scuthwest affiliated with Southwest Airlines?  Yea  The
	Survey  Based on what is said or suggested on the Internet search angine page  Smartfores, con/Scuthwest affiliated with Southwest Altines?  Yes
	Shrvey  Based on what is said or suggested on the Internet search angine page Smartfores, con/Scuthwest affiliated with Southwest Airlines?  Yea  The No

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PX-2  Below are some questions about internal search engines and bicycles, if you sure of an animer, indicate "Don't knowfhot sure." Please DO NOT GUE SUBJECT  Do you use internal search engines?  Yes  No Don't know  Subject  Su
FPX-2  2 How often do you ride your bicycle?  Always  Often  Cocavisionally Estdom Never  Other, please specify  Seldom Surre of an aniveer, indicate "Don't knowflod sure." Please DO NOT GUE  SUBJET  3 Do you use internet search engines?  Yes No Don't know Subject  Subject
FPX-2  2 How often do you ride your bicycle?  Always Often Occassionally Seldom Never Other, please specify  SUBMIT  SPX-2  Below are some questions about internal search engines and bicycles, if your surre of an anniver, indicate "Don't know/Not sure." Please DO NOT GUESTER.  SUBMIT
FPX-2  2 How effen do you ride your bicycle?  Always  Otton  Occassionally  Seldom  Nover  Other, please specify  STENIT  SPX-2  Selow are some questions about internet search engines and bicycles, if you are of an animer, indicate "Don't knowfool sure." Please DO NOT GUE  SUSTAT  3  Do you use internet search engines?  Yes  No  Ton't know  SUBJECT  SU
FPX-2  2 How effen do you ride your bicycle?  Always  Otton  Occassionally  Seldom  Nover  Other, please specify  STENIT  SPX-2  Selow are some questions about internet search engines and bicycles, if you are of an animer, indicate "Don't knowfool sure." Please DO NOT GUE  SUSTAT  3  Do you use internet search engines?  Yes  No  Ton't know  SUBJECT  SU
FPX-2  2 How often do you ride your bloycle?  Always  Otten  Coccasionally Estorm Never  Other, please specify  SUBMIT  SUBMIT  SPX-2  3 Do you use internet search engines and bloycles, if you not sure of an aniever, indicate "Don't know/Not sure." Please DO NOT GUE  SUBMIT  SU
2 How often do you ride your bioycle?  Aways Often Cocassionally Seldom Nover Other, please specify  SPX-2  Below are some questions about internal search engines and bioycles, if you sure of an answer, indicate "Don't know/Not sure." Please DO NOT GUE  SUBJECT  3 Do you use internal search engines? Yes No Don't know Subject
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Section are some questions about internal search engines and bicycles, if you are of an answer, indicate "Don't know/Not sure." Please DO NOT GUE  SUBJECT  3  Do you use internal search engines?  Yes  No  Don't know  SUBJECT  Su
Below are some quesions about internet search engines and bloydes. If you so sure of an aniver, indicate "Don't know/Not sure." Please DO NOT GUE  SUSTAT  9  PX-2  3 Do you use internet search engines?  Yes  No  Don't know  SUBART  Subart  Subart  Subart  Subart  Subart
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PX-2
<ul> <li>Which of the lodowing internet search engines, if any, do you use? [ALL THAT APPLY]</li> </ul>
∰ Google
<b>→</b> •
#8 Yahoo
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∰ AOL
⊕ AOL ⊕ ASK.Com
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		o you ever used an internet search engine to find Informati clas you might consider buying?	on about
	4	Yes	
	•	No	
	•	Don't know/Can't recall	
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FI	PX-2		
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		ld you consider using an internet search anging to find out metion about bicycles you might consider buying?	
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<b>49</b> 13	• X-2	Yes No Cen't recelf	
FF	OX-2	Yes No Can't receif  SURMAIT  Ad you consider buying a Trak bloycle if you were in the mail bloycle?  Yes	
FF	X-2	Yes No Con't recelf  SURFAIT  Ad you consider buying a Trak Bicycle if you were in the mai bicycle?  Yes No	
## ##	X-2	Yes No Can't receif  SURMAIT  Ad you consider buying a Trak bloycle if you were in the mail bloycle?  Yes	
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•	X-2	Yes No Can't receif  SUBMIT  d you consider buying a Trak Bicycle if you were in the mai bicycle?  Yes No Oon't know/Not eure	

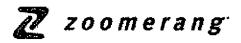
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9	Doj	ou see the	'Sponsored Links' on the Go	ogie search pegs?		
	4	Yes				
	9	No				
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>X-2	How inter	Purple of the property of the	at you would alick on the Billians or Trek bloyde?  would dick on BikesDirect.com  ould dick on BikesDirect.com  ould dick on BikesDirect.com  ould dick on BikesDirect.com  ould not alick on BikesDirect.	Survey Page 10  Survey Page 10  ResDirect.com Brit if you were  m com com		
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12	How likely is it that you would be able to buy a Trak bloyde from BikesDirect.com if you clicked on the "BikesDirect.com" appreaded link?
	Definitely could buy a Trek bloycle from BikesDirect.com
	Probably could truy a Trak bicycle from BikeaDirect.com  Night or might not be able to buy a Trak bicycle from
	BikesDirect,com
	Probably could not buy a Trek bloyde from BikesDirect.com  Definitely could not buy a Trek bloyde from BikesDirect.com
	Don't know whether could or could not buy a Trek bloyds from BleeDrect com
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FPX-2	<b>:</b>
13	Based on what is said or suggested on the internet search engine page, is BikesOfrect com associated with Trek Bloydes?
	Yes
	No Don't know/Not sure
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	Survey Page 13
FPX-2	
Chara	
14	Based on what is said or suggested on the internet search engine page, is: "BitesDirect.com" sponsored by Trek Bloycles?
	No Don't know/Not sure
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	Survey Page 14
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15	Based on what is said or suggested on the internet search engine page, is "BluesDirect.com affiliated with Trek Bloycles?"
	<b>₾</b> Yee
	No     Don't know/Not sure
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	Survey Page 15
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	Under 21		
	21-25		
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# EXHIBIT "E"

# FPX-1 Results Overview



Date: 6/2/2010 1:17 PM PST Responses: Completes Filter: No filter applied

盘

#### 1. Do you use internet search engines?

Yes		203	100%
No		0	0%
Den't know		0	0%
	Total	203	100%

#### 2. Which of the following Internet search engines, If any, do you use? [CHECK ALL THAT APPLY]

Google		198	98%
Yahoo	Commission and the state of the	114	56%
AOL		39	19%
ASK.Com		50	25%
CNN		22	11%
YouTube	Service Control of the Control of th	55	27%
Other, please specify		34	17%

Below are some questions about internet search engines. If you are not sure of an answer, indicate "Don't know/Not sure." Please DO NOT GUESS

#### - 13 m

#### 3. Do you ever use internet search engines when making airline reservations?

Yes		116	57%
No		87	43%
Don't know		0	0%
	Total	203	100%

#### 4. Have you ever flown on Southwest Airlines?

Be Trace.	种。她们是一个 <sup>我</sup> 是一个我的,我们也不是一个,我们就是一个,我们就是我们的,我们就是我们的,我们就是我们的,我们就是我们的,我们就是我们的,我们就是我们的,我们就	THE THE STREET OF STREET, AND ADDRESS OF THE STREET,	provident statements for the contract of the statement of	•
				- (
Y		86	74%	ì
	1			

1 of 5

6/2/10 1:17 PM

No		25	22%
Can't recall	<b>35</b>	5	4%
	Total	116	100%
			, , , , , , , , , , , , , , , , , , ,
5. Would you co	nsider flying Southwest Airlines?		
res		30	100%
No		0	0%
Don't know/Not sure		0	0%
	Total	30	100%
<b>6.</b> Do you see th			
	ne "Sponsored Links" on the Google search page?	116	100%
No		0	0%
No		0	0% 0%
No Not sure		0 0 116	0%
Not sure	Total	0 0 116	0% 0%
No Not sure 7. Do you see th	Total  "Smartfares.com/Southwest" link among the "Sponsored Link	0 0 116	0% 0% 100%
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Not sure  7. Do you see the	Total  ne "Smartfares.com/Southwest" link among the "Sponsored Link	0 0 116 <s" 105 11</s" 	91% 9%
Yes No Not sure How likely is I	Total  "Smartfares.com/Southwest" link among the "Sponsored Link	0 0 116 <s" 105 11 0 116</s" 	91% 99% 0%

2 of 5

Smartfares.com

6/2/10 1:17 PM

Probaby could buy a Southwest Airlines ticket from Smartfares.com		38	33%
Might or might not be able to buy a Southwest Airlines ticket from Smartfares.com		26	22%
Probably could not buy a Southwest Airlines ticket from Smartfares.com		8	7%
Definitely could not buy a Southwest Airlines ticket from Smartfares.com		7	6%
Don't know whether could or could not buy a Southwest Airlines ticket from Smartfares.com		6	5%
<del></del>	Total	116	100%

9. Based on what is said or suggested on the internet search engine page, is "Smartfares.com/Southwest" associated with Southwest Airlines?

Yes		42	36%
No	w. da propong m.	41	35%
Don't know/Not sure		35	30%

Based on what is said or suggested on the Internet search engine page, is "Smartfares.com/Southwest" sponsored by Southwest Airlines?

Yes		41	35%
No	Commission Constitution	38	33%
Don't know/Not sure		37	32%

Based on what is said or suggested on the internet search engine page, is "Smartfares.com/Southwest" affiliated with Southwest Airlines?

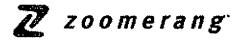
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: Yes		47	41%
			And the second s

No		40	34%
Don't know/Not sure		30	26%
12. Gender?			
Male		49	42%
Female		67	58%
	Total	116	100%
<b>13.</b> Age?			
Under 21		1	1%
21-25		8	7%
26-30		18	16%
31-40		44	38%
41-50		32	28%
51-60		13	11%
Over 60	7 (1) A think has 1 th of the form the C the Control of the Contro	0	0%
	Total	116	100%
14. Highest lev	vel of education achleved?		
High school or less		20	10%
Some college or technical school		49	24%
2-Year college graduate		24	12%
4-Year college graduate		82	40%
Graduate school/degree		28	14%
	Total	203	100%

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6/2/10 1:17 PM

# FPX-2 Results Overview



Date: 6/2/2010 1:16 PM PST Responses: Completes Filter: No filter applied

كإل						
1.	Į.	Do	you	own	a	bicycle?

Yes		200	100%
No		0	0%
	Total	200	100%

#### 2. How often do you ride your bicycle?

Always	(CONT. OF CONT. OF A)	52	26%
Often	Contraction of the state of the	97	48%
Occassionally		37	18%
Seldom		13	6%
Never		0	0%
Other, please specify		1	0%
	Total	200	100%

Below are some questions about internet search engines and bicycles. If you are not sure of an answer, indicate "Don't know/Not sure." Please DO NOT GUESS

#### 3. Do you use internet search engines?

Yes		200	100%
No		0	0%
Don't know		0	0%
	Total	200	100%

#### 4. Which of the following Internet search engines, if any, do you use? [CHECK ALL THAT APPLY]

Google	190	95%
Yahoo	0	0%

1 of 6

6/2/10 1:16 PM

AOL	0	0%
ASK.Com	0	0%
CNN	0	0%
YouTube	0	0%
Other, please specify	23	12%

5. Have you ever used an Internet search engine to find information about bicycles you might consider buying?

Yes		167	84%
No		29	14%
Don't know/Can't recall	<b>a</b>	4	2%
	Total	200	100%

6. Would you consider using an internet search engine to find out information about bicycles you might consider buying?

Yes	Control Secretaria Service de Seguinos Researables Actividades grapas como participado	33	100%
No		0	0%
Don't know/Not sure		o	0%
	Total	33	100%

7. Have you ever heard of Trek bicycles?

Yes	Exercise the first of the second seco	200	100%
No		0	0%
Can't recall		0	0%
	Total	200	100%

8. Would you consider buying a Trek blcycle if you were in the market for a new blcycle?

Yes	200	100%
No	0	0%
Don't know/Not sure	0	0%

Total 200 100%

Below is the search page results from a Google to search for "Trek" blcycles.

Image - [Question Title]

#### 9. Do you see the "Sponsored Links" on the Google search page?

	Yes		200	100%
	No		0	0%
	Not sure		0	0%
•		Total	200	100%

#### ${f 10}_{f k}$ Do you see the "Bikes Up to 60% Off List" from www.BlkesDirect.com among the "Sponsored Links"

Yes		199	100%
No		1	0%
Not sure		0	0%
(	Total	200	100%

### 11. How likely is it that you would click on the BikesDirect.com link if you were interested in buying a Trek bicycle?

Definitely would click on BikesDirect.com	53	26%
Probably would click on BikesDirect.com	96	48%
Might or might not click on BikesDirect.com	29	14%
Probably would not click on BikesDirect.com	16	8%
Definitely would not click on BikesDirect.com	5	2%

3 of 6

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Don't know whether would or would not click on BikesDrect.com		1	0%
	Total	200	100%

How likely is it that you would be able to buy a Trek bicycle from BikesDirect.com if you clicked on the "BikesDirect.com" sponsored link?

Definitely could buy a Trek bicycle from BikesDirect.com		44	22%
Probably could buy a Trek blcycle from BikesDirect.com		102	51%
Might or might not be able to buy a Trek bicycle from BikesDirect.com		40	20%
Probably could not buy a Trek bicycle from BikesDirect.com		8	4%
Definitely could not buy a Trek bicycle from BlkesDirect.com		2	1%
Don't know whether could or could not buy a Trek bicycle from BikesDrect.com		4	2%
	Total	200	100%

13. Based on what is said or suggested on the internet search engine page, is "BikesDirect.com" associated with Trek Bicycles?

Yes		138	69%
No		33	16%
Don't know/Not sure		29	14%
	Total	200	100%

4 of 6

**14.** Based on what is said or suggested on the Internet search engine page, is "BikesDirect.com" sponsored by Trek Bicycles?

Yes	Octobration of the section of	123	62%
No		35	18%
Don't know/Not sure		42	21%
**************************************	Total	200	100%

### 15. Based on what is said or suggested on the Internet search engine page, is "BikesDirect.com affiliated with Trek Bicycles?

Yes		129	64%
No		35	18%
Don't know/Not sure		36	18%
1	Total	200	100%

#### 16. Gender?

The state of the s			
Male		125	62%
Female		75	38%
	Total	200	100%

#### 17. Age?

Under 21		0	0%
21-25		8	4%
26-30		65	32%
31-40		79	40%
41-50		30	15%
51-60		18	9%
Over 60		0	0%
,,,	Total	200	100%

#### 18. Highest level of education achieved?

ere e ros seres selectore recent con to a year or sopre,	getical and a first first thin after a contract and had a second account of the contract and a second account of the contract account of	فيتحملها والمرافي مراجعتها والجارات والمراجعة والمتحر	
High school or less	, —	9	4%

Some college or technical school		13	6%
2-Year college graduate		15	8%
4-Year college graduate		133	66%
Graduate school/degree		30	15%
	Total	200	100%

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