

Golin Harris
IT Purchasers
 BUSINESS Sample

Total	Gender		Age					Region							Organisation size		
	Male	Female	18-24	25-34	35-44	45-54	55+	North	Midlands	East	London	South	Wales	Scotland	Small	Medium	Large

SGI_q1. In general, how often do you actively look for campaigns from B2B (Business-to-Business) providers on social channels (e.g. Facebook, Twitter etc.)? (Please tick the option that BEST applies)

All who has influenced the IT purchasing decision-making process	105	79	26	-	12	18	35	40	27	18	9	17	27	4	3	55	23	27
Daily	10%	8%	15%	-	17%	11%	11%	5%	7%	11%	-	24%	7%	-	-	4%	9%	22%
Weekly	13%	14%	12%	-	33%	22%	-	15%	15%	22%	-	18%	4%	25%	33%	5%	26%	19%
Fortnightly	4%	5%	-	-	-	11%	3%	3%	11%	-	-	-	-	-	33%	2%	4%	7%
Monthly	6%	6%	4%	-	8%	11%	3%	5%	7%	11%	-	7%	-	-	-	5%	9%	4%
Every 3 months	4%	3%	8%	-	-	11%	6%	-	7%	6%	-	-	-	25%	-	4%	9%	-
Every 6 months	1%	1%	-	-	8%	-	-	-	-	-	-	4%	-	-	-	-	-	4%
Once a year	1%	1%	-	-	-	-	3%	-	-	-	-	-	-	25%	-	2%	-	-
Less often than once a year	10%	8%	19%	-	17%	11%	14%	5%	15%	17%	22%	6%	4%	-	-	16%	-	7%
Never	51%	54%	42%	-	17%	22%	63%	65%	37%	33%	78%	53%	74%	25%	33%	62%	43%	37%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SGI_q2. How important is it to you to see B2B brands you might buy from comment on the daily news agenda? (Please tick the option that BEST applies)

All who has influenced the IT purchasing decision-making process	105	79	26	-	12	18	35	40	27	18	9	17	27	4	3	55	23	27
Very important – I want to know they're switched onto what's happening in the world	10%	9%	12%	-	25%	6%	11%	5%	7%	11%	-	24%	4%	-	33%	4%	17%	15%
Fairly important – I'd expect to see activity when something affects our industry	22%	22%	23%	-	25%	56%	11%	15%	41%	28%	-	18%	7%	25%	33%	11%	30%	37%
Not very important – brands don't have much to contribute to the conversation	23%	25%	15%	-	8%	22%	23%	28%	15%	22%	33%	29%	22%	25%	33%	27%	22%	15%
Not at all important – brands have no role at all in contributing to this conversation	40%	41%	38%	-	33%	11%	49%	48%	37%	39%	56%	24%	56%	25%	-	53%	26%	26%
Don't know	6%	4%	12%	-	8%	6%	6%	5%	-	-	11%	6%	11%	25%	-	5%	4%	7%

SGI_q3. How important is localised content to how you feel about B2B brands? (Please tick the option that BEST applies)

All who has influenced the IT purchasing decision-making process	105	79	26	-	12	18	35	40	27	18	9	17	27	4	3	55	23	27
Very important – I want to know that a brand I might buy from understands the market I'm living in	11%	9%	19%	-	33%	6%	9%	10%	11%	22%	-	12%	4%	25%	33%	5%	17%	19%
Somewhat important – It's nice, but not essential, that a brand I might buy from understands my local needs	24%	25%	19%	-	25%	61%	14%	15%	30%	17%	-	29%	22%	50%	33%	11%	35%	41%
Not very important – It's not one of my key criteria for buying from a brand	25%	25%	23%	-	8%	28%	29%	25%	22%	22%	33%	35%	22%	-	33%	31%	22%	15%
Not at all important – It's completely irrelevant to my purchasing decision	36%	38%	31%	-	25%	6%	46%	45%	37%	39%	56%	18%	44%	25%	-	47%	26%	22%
Don't know	4%	3%	8%	-	8%	-	3%	5%	-	-	11%	6%	7%	-	-	5%	-	4%

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Work industry (short list)								
Manufacturing	Construction	Retail	Financial services	Hospitality and leisure	Accountancy	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales

SG1_q1. In general, how often do you actively look for campaigns from B2B (Business-to-Business) providers on social channels (e.g. Facebook, Twitter etc.)? (Please tick the option that BEST applies)

All who has influenced the IT purchasing decision-making process	20	5	7	7	5	5	3	25	3
Daily	5%	-	-	29%	-	20%	-	8%	33%
Weekly	20%	-	14%	-	-	-	-	24%	-
Fortnightly	10%	-	-	-	-	-	-	8%	-
Monthly	10%	-	-	-	20%	-	-	4%	-
Every 3 months	10%	-	14%	-	20%	-	-	-	-
Every 6 months	-	-	-	-	-	20%	-	-	-
Once a year	-	-	-	-	-	-	-	-	-
Less often than once a year	-	-	-	14%	20%	40%	100%	4%	-
Never	45%	100%	71%	57%	40%	20%	-	52%	67%
Don't know	-	-	-	-	-	-	-	-	-

SG1_q2. How important is it to you to see B2B brands you might buy from comment on the daily news agenda? (Please tick the option that BEST applies)

All who has influenced the IT purchasing decision-making process	20	5	7	7	5	5	3	25	3
Very important – I want to know they're switched onto what's happening in the world	10%	-	14%	14%	-	20%	-	12%	-
Fairly important – I'd expect to see activity when something affects our industry	40%	-	14%	29%	20%	-	-	24%	33%
Not very important – brands don't have much to contribute to the conversation	20%	-	-	14%	20%	40%	33%	28%	33%
Not at all important – brands have no role at all in contributing to this conversation	25%	100%	71%	43%	40%	-	67%	36%	33%
Don't know	5%	-	-	-	20%	40%	-	-	-

SG1_q3. How important is localised content to how you feel about B2B brands? (Please tick the option that BEST applies)

All who has influenced the IT purchasing decision-making process	20	5	7	7	5	5	3	25	3
Very important – I want to know that a brand I might buy from understands the market I'm living in	15%	-	-	14%	-	20%	-	16%	33%
Somewhat important – It's nice, but not essential, that a brand I might buy from understands my local needs	20%	-	29%	29%	40%	-	-	28%	-
Not very important – It's not one of my key criteria for buying from a brand	20%	-	14%	29%	20%	40%	33%	28%	33%
Not at all important – It's completely irrelevant to my purchasing decision	40%	100%	57%	29%	40%	20%	67%	28%	33%
Don't know	5%	-	-	-	-	20%	-	-	-

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BUSINESS Sample

						Company annual turnover					
Medical & health services	Education	Transportation & distribution	Real estate	Other	Finance and Accounting	First year of trading	Less than £999,999 (NET)	£1 million - £ 9.9 million (NET)	£ 10 million or more (NET)	Don't know	Prefer not to answer

SG1_q1. In general, how often do you actively look for campaigns from B2B (Business-to-Business) providers on social channels (e.g. Facebook, Twitter etc.)? (Please tick the option that BEST applies)

All who has influenced the IT purchasing decision-making process	7	3	1	7	7	12	-	39	19	31	5	11
Daily	14%	-	-	29%	-	25%	-	8%	5%	19%	-	-
Weekly	-	33%	-	14%	14%	-	-	8%	11%	19%	20%	18%
Fortnightly	-	-	-	-	-	-	-	3%	5%	3%	20%	-
Monthly	-	-	100%	-	14%	-	-	5%	16%	3%	-	-
Every 3 months	-	-	-	-	-	-	-	8%	-	3%	-	-
Every 6 months	-	-	-	-	-	8%	-	-	-	3%	-	-
Once a year	-	-	-	-	14%	-	-	3%	-	-	-	-
Less often than once a year	14%	-	-	14%	14%	25%	-	13%	11%	6%	20%	9%
Never	71%	67%	-	43%	43%	42%	-	54%	53%	42%	40%	73%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-

SG1_q2. How important is it to you to see B2B brands you might buy from comment on the daily news agenda? (Please tick the option that BEST applies)

All who has influenced the IT purchasing decision-making process	7	3	1	7	7	12	-	39	19	31	5	11
Very important – I want to know they're switched onto what's happening in the world	-	-	-	29%	-	17%	-	10%	5%	13%	-	9%
Fairly important – I'd expect to see activity when something affects our industry	14%	33%	-	-	29%	17%	-	13%	26%	32%	40%	9%
Not very important – brands don't have much to contribute to the conversation	14%	-	100%	29%	43%	25%	-	28%	21%	23%	20%	9%
Not at all important – brands have no role at all in contributing to this conversation	57%	67%	-	43%	14%	25%	-	44%	42%	26%	40%	64%
Don't know	14%	-	-	-	14%	17%	-	5%	5%	6%	-	9%

SG1_q3. How important is localised content to how you feel about B2B brands? (Please tick the option that BEST applies)

All who has influenced the IT purchasing decision-making process	7	3	1	7	7	12	-	39	19	31	5	11
Very important – I want to know that a brand I might buy from understands the market I'm living in	-	-	-	14%	14%	17%	-	13%	11%	16%	-	-
Somewhat important – It's nice, but not essential, that a brand I might buy from understands my local needs	43%	33%	-	29%	29%	17%	-	15%	16%	39%	40%	18%
Not very important – It's not one of my key criteria for buying from a brand	29%	33%	100%	14%	29%	33%	-	28%	26%	23%	20%	18%
Not at all important – It's completely irrelevant to my purchasing decision	14%	33%	-	43%	14%	25%	-	41%	42%	19%	40%	55%
Don't know	14%	-	-	-	14%	8%	-	3%	5%	3%	-	9%

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Ultimately, does interacting with a brand online have a positive or negative influence on you/ your company's purchasing decision?						
Strong positive influence	Positive influence	Positive	No influence	Negative influence	Strong negative influence	Negative

SG1_q1. In general, how often do you actively look for campaigns from B2B (Business-to-Business) providers on social channels (e.g. Facebook, Twitter etc.)? (Please tick the option that BEST applies)

All who has influenced the IT purchasing decision-making process	7	29	36	57	5	7	12
Daily	57%	17%	25%	2%	-	-	-
Weekly	29%	28%	28%	7%	-	-	-
Fortnightly	14%	7%	8%	2%	-	-	-
Monthly	-	14%	11%	4%	-	-	-
Every 3 months	-	3%	3%	5%	-	-	-
Every 6 months	-	3%	3%	-	-	-	-
Once a year	-	3%	3%	-	-	-	-
Less often than once a year	-	7%	6%	11%	20%	29%	25%
Never	-	17%	14%	70%	80%	71%	75%
Don't know	-	-	-	-	-	-	-

SG1_q2. How important is it to you to see B2B brands you might buy from comment on the daily news agenda? (Please tick the option that BEST applies)

All who has influenced the IT purchasing decision-making process	7	29	36	57	5	7	12
Very important – I want to know they're switched onto what's happening in the world	71%	10%	22%	4%	-	-	-
Fairly important – I'd expect to see activity when something affects our industry	29%	59%	53%	7%	-	-	-
Not very important – brands don't have much to contribute to the conversation	-	7%	6%	35%	40%	-	17%
Not at all important – brands have no role at all in contributing to this conversation	-	17%	14%	47%	60%	100%	83%
Don't know	-	7%	6%	7%	-	-	-

SG1_q3. How important is localised content to how you feel about B2B brands? (Please tick the option that BEST applies)

All who has influenced the IT purchasing decision-making process	7	29	36	57	5	7	12
Very important – I want to know that a brand I might buy from understands the market I'm living in	86%	14%	28%	4%	-	-	-
Somewhat important – It's nice, but not essential, that a brand I might buy from understands my local needs	14%	55%	47%	14%	-	-	-
Not very important – It's not one of my key criteria for buying from a brand	-	21%	17%	32%	40%	-	17%
Not at all important – It's completely irrelevant to my purchasing decision	-	3%	3%	47%	60%	100%	83%
Don't know	-	7%	6%	4%	-	-	-

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Total	Gender		Age					Region						Organisation size		
	Male	Female	18-24	25-34	35-44	45-54	55+	North	Midlands	East	London	South	Wales	Scotland	Small	Medium

SG1_q4. To what extent would you say you consume B2B branded content? (Please tick the option that BEST applies)

All who has influenced the IT purchasing decision-making process	105	79	26	-	12	18	35	40	27	18	9	17	27	4	3	55	23	27
Always – I'm brand sensitive and I expect marketers to provide branded content	9%	8%	12%	-	25%	6%	6%	8%	4%	11%	-	18%	7%	-	33%	2%	9%	22%
Sometimes – I consume a mix of branded and unbranded content	44%	46%	38%	-	50%	72%	34%	38%	59%	50%	33%	29%	37%	50%	33%	36%	52%	52%
Never – nothing annoys me more than unnecessarily branded content	43%	42%	46%	-	17%	22%	57%	48%	37%	33%	56%	41%	52%	50%	33%	58%	35%	19%
Don't know	5%	5%	4%	-	8%	-	3%	8%	-	6%	11%	12%	4%	-	4%	4%	7%	7%

SG1_q5. From the following, which one do you think is the MOST appropriate role for a B2B company to provide to its online audiences?

All who has influenced the IT purchasing decision-making process	105	79	26	-	12	18	35	40	27	18	9	17	27	4	3	55	23	27
As a curator of industry news, to provide a one-stop destination for our customers	18%	18%	19%	-	25%	22%	26%	8%	26%	17%	-	24%	15%	-	33%	18%	13%	22%
As an adviser, with a focus on providing opinion, analysis and insight	35%	39%	23%	-	17%	50%	31%	38%	19%	44%	44%	29%	41%	50%	67%	27%	43%	44%
As a contrarian, always offering an alternative perspective	15%	16%	12%	-	33%	17%	11%	13%	22%	11%	-	24%	15%	-	-	7%	22%	26%
Don't know	31%	27%	46%	-	25%	11%	31%	43%	33%	28%	56%	24%	30%	50%	-	47%	22%	7%

SG1_q6. And from the following, what tone of voice do you MOST want to see from B2B brands you might buy from?

All who has influenced the IT purchasing decision-making process	105	79	26	-	12	18	35	40	27	18	9	17	27	4	3	55	23	27
As an advisor to turn to, focussing on information and knowledge	44%	48%	31%	-	25%	78%	43%	35%	44%	44%	11%	65%	37%	50%	67%	38%	61%	41%
As a partner, showing empathy and that we're all in this together	21%	23%	15%	-	42%	6%	20%	23%	11%	33%	22%	12%	30%	-	33%	13%	13%	44%
As a humourist, showing nobody's more switched onto the zeitgeist	10%	8%	15%	-	8%	11%	14%	5%	22%	11%	-	6%	4%	-	-	9%	9%	11%
None of these	26%	22%	38%	-	25%	6%	23%	38%	22%	11%	67%	18%	30%	50%	-	40%	17%	4%

SG1_q7. Please imagine that you are in the market for IT software/ hardware... Generally, how long would you/ your organisation take to come to a decision with regards to spec, company, product etc.?

All who has influenced the IT purchasing decision-making process	105	79	26	-	12	18	35	40	27	18	9	17	27	4	3	55	23	27
1 month or less	39%	38%	42%	-	33%	-	46%	53%	41%	33%	56%	24%	48%	50%	-	56%	17%	22%
More than 1 up to 3 months	34%	32%	42%	-	50%	44%	26%	33%	41%	28%	22%	47%	22%	25%	100%	27%	52%	33%
More than 3 up to 6 months	17%	22%	4%	-	17%	44%	17%	5%	11%	33%	22%	6%	19%	25%	-	5%	17%	41%
More than 6 up to 12 months	4%	5%	-	-	-	6%	3%	5%	-	-	-	24%	-	-	-	2%	13%	-
More than 12 months	3%	3%	4%	-	-	-	6%	3%	4%	6%	-	-	4%	-	-	5%	-	-
Don't know	3%	1%	8%	-	-	6%	3%	3%	4%	-	-	-	7%	-	-	4%	-	4%

							Company annual turnover					
Medical & health services	Education	Transportation & distribution	Real estate	Other	Finance and Accounting	First year of trading	Less than £999,999 (NET)	£1 million - £ 9.9 million (NET)	£ 10 million or more (NET)	Don't know	Prefer not to answer	

SG1_q4. To what extent would you say you consume B2B branded content? (Please tick the option that BEST applies)

All who has influenced the IT purchasing decision-making process	7	3	1	7	7	12	-	39	19	31	5	11
Always – I'm brand sensitive and I expect marketers to provide branded content	-	-	-	14%	-	17%	-	8%	5%	16%	-	-
Sometimes – I consume a mix of branded and unbranded content	43%	67%	100%	29%	71%	33%	-	38%	32%	55%	60%	45%
Never – nothing annoys me more than unnecessarily branded content	43%	33%	-	57%	29%	42%	-	51%	53%	23%	40%	55%
Don't know	14%	-	-	-	-	8%	-	3%	11%	6%	-	-

SG1_q5. From the following, which one do you think is the MOST appropriate role for a B2B company to provide to its online audiences?

All who has influenced the IT purchasing decision-making process	7	3	1	7	7	12	-	39	19	31	5	11
As a curator of industry news, to provide a one-stop destination for our customers	29%	-	-	43%	-	17%	-	18%	11%	26%	20%	9%
As an adviser, with a focus on providing opinion, analysis and insight	43%	67%	100%	14%	43%	42%	-	26%	32%	55%	20%	27%
As a contrarian, always offering an alternative perspective	-	-	-	14%	14%	25%	-	13%	26%	13%	40%	-
Don't know	29%	33%	-	29%	43%	17%	-	44%	32%	6%	20%	64%

SG1_q6. And from the following, what tone of voice do you MOST want to see from B2B brands you might buy from?

All who has influenced the IT purchasing decision-making process	7	3	1	7	7	12	-	39	19	31	5	11
As an advisor to turn to, focussing on information and knowledge	43%	33%	-	14%	57%	50%	-	38%	47%	55%	40%	27%
As a partner, showing empathy and that we're all in this together	29%	-	100%	43%	-	17%	-	13%	21%	35%	40%	-
As a humourist, showing nobody's more switched on to the zeitgeist	-	-	-	14%	14%	17%	-	13%	16%	6%	-	-
None of these	29%	67%	-	29%	29%	17%	-	36%	16%	3%	20%	73%

SG1_q7. Please imagine that you are in the market for IT software/ hardware... Generally, how long would you/ your organisation take to come to a decision with regards to spec, company, product etc.?

All who has influenced the IT purchasing decision-making process	7	3	1	7	7	12	-	39	19	31	5	11
1 month or less	29%	33%	100%	57%	57%	33%	-	56%	21%	19%	40%	64%
More than 1 up to 3 months	14%	33%	-	29%	-	33%	-	33%	53%	29%	40%	18%
More than 3 up to 6 months	29%	-	-	-	29%	25%	-	3%	16%	42%	20%	-
More than 6 up to 12 months	-	-	-	14%	-	-	-	-	5%	6%	-	9%
More than 12 months	-	33%	-	-	-	8%	-	5%	5%	-	-	-
Don't know	29%	-	-	-	14%	-	-	3%	-	3%	-	9%

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 BUSINESS Sample

Ultimately, does interacting with a brand online have a positive or negative influence on you/ your company's purchasing decision?						
Strong positive influence	Positive influence	Positive	No influence	Negative influence	Strong negative influence	Negative

SG1_q4. To what extent would you say you consume B2B branded content? (Please tick the option that BEST applies)

All who has influenced the IT purchasing decision-making process	7	29	36	57	5	7	12
Always – I'm brand sensitive and I expect marketers to provide branded content	71%	14%	25%	-	-	-	-
Sometimes – I consume a mix of branded and unbranded content	29%	69%	61%	40%	20%	-	8%
Never – nothing annoys me more than unnecessarily branded content	-	10%	8%	54%	80%	100%	92%
Don't know	-	7%	6%	5%	-	-	-

SG1_q5. From the following, which one do you think is the MOST appropriate role for a B2B company to provide to its online audiences?

All who has influenced the IT purchasing decision-making process	7	29	36	57	5	7	12
As a curator of industry news, to provide a one-stop destination for our customers	43%	31%	33%	12%	-	-	-
As an adviser, with a focus on providing opinion, analysis and insight	29%	41%	39%	39%	-	14%	8%
As a contrarian, always offering an alternative perspective	29%	21%	22%	11%	40%	-	17%
Don't know	-	7%	6%	39%	60%	86%	75%

SG1_q6. And from the following, what tone of voice do you MOST want to see from B2B brands you might buy from?

All who has influenced the IT purchasing decision-making process	7	29	36	57	5	7	12
As an advisor to turn to, focussing on information and knowledge	29%	55%	50%	46%	40%	-	17%
As a partner, showing empathy and that we're all in this together	57%	24%	31%	18%	-	14%	8%
As a humourist, showing nobody's more switched onto the zeitgeist	14%	14%	14%	7%	-	14%	8%
None of these	-	7%	6%	30%	60%	71%	67%

SG1_q7. Please imagine that you are in the market for IT software/ hardware... Generally, how long would you/ your organisation take to come to a decision with regards to spec, company, product etc.?

All who has influenced the IT purchasing decision-making process	7	29	36	57	5	7	12
1 month or less	29%	34%	33%	39%	80%	43%	58%
More than 1 up to 3 months	71%	34%	42%	37%	-	-	-
More than 3 up to 6 months	-	24%	19%	16%	20%	14%	17%
More than 6 up to 12 months	-	7%	6%	4%	-	-	-
More than 12 months	-	-	-	2%	-	29%	17%
Don't know	-	-	-	4%	-	14%	8%

Golin Harris
IT Purchasers
 BUSINESS Sample

Total	Gender		Age					Region							Organisation size		
	Male	Female	18-24	25-34	35-44	45-54	55+	North	Midlands	East	London	South	Wales	Scotland	Small	Medium	Large

SGI_q8. How much more or less likely are you to engage with a brand on social media channels when considering purchases?

All who has influenced the IT purchasing decision-making process	105	79	26	-	12	18	35	40	27	18	9	17	27	4	3	55	23	27
Much more likely	10%	6%	19%	-	25%	6%	9%	8%	11%	17%	-	12%	4%	-	33%	5%	9%	19%
Slightly more likely	13%	15%	8%	-	17%	33%	6%	10%	19%	6%	-	24%	11%	-	33%	5%	30%	15%
No difference	50%	47%	62%	-	50%	44%	57%	48%	41%	56%	78%	41%	56%	75%	-	53%	43%	52%
Slightly less likely	8%	9%	4%	-	-	11%	9%	8%	11%	-	11%	12%	7%	-	11%	-	-	7%
A lot less likely	19%	23%	8%	-	8%	6%	20%	28%	19%	22%	11%	12%	22%	25%	33%	25%	17%	7%

SGI_q9. Which, if any, of the following would make you stop following a brand in the midst of a purchasing decision? (Please tick all that apply)

All who has influenced the IT purchasing decision-making process	105	79	26	-	12	18	35	40	27	18	9	17	27	4	3	55	23	27
Limited information, not enough content being shared across their channels	37%	39%	31%	-	17%	39%	51%	30%	41%	39%	33%	35%	33%	50%	33%	40%	39%	30%
Lack of content that's relevant to me	39%	37%	46%	-	25%	44%	40%	40%	37%	28%	67%	35%	33%	75%	67%	40%	43%	33%
Dull / boring content that might be factual, but is just uninteresting	18%	20%	12%	-	33%	6%	20%	18%	26%	17%	11%	24%	15%	-	-	16%	9%	30%
Lack of timely insight, they may say interesting things but so late to the market its unimportant	25%	24%	27%	-	33%	39%	29%	13%	22%	17%	33%	35%	22%	25%	33%	20%	26%	33%
Lack of warmth / empathy in their communications; comes across as overly corporate	19%	22%	12%	-	17%	22%	14%	23%	22%	11%	22%	24%	15%	25%	33%	18%	13%	26%
None of these	23%	22%	27%	-	17%	17%	20%	30%	15%	28%	33%	12%	37%	-	-	29%	17%	15%

SGI_q10. Ultimately, does interacting with a brand online have a positive or negative influence on you/ your company's purchasing decision?

All who has influenced the IT purchasing decision-making process	105	79	26	-	12	18	35	40	27	18	9	17	27	4	3	55	23	27
Strong positive influence	7%	4%	15%	-	25%	11%	-	5%	7%	11%	-	6%	-	-	67%	4%	13%	7%
Positive influence	28%	30%	19%	-	42%	44%	23%	20%	26%	28%	11%	41%	30%	25%	-	16%	26%	52%
Net: Positive	34%	34%	35%	-	67%	56%	23%	25%	33%	39%	11%	47%	30%	25%	67%	20%	39%	59%
No influence	54%	54%	54%	-	25%	39%	63%	63%	56%	50%	78%	47%	56%	50%	33%	62%	57%	37%
Negative influence	5%	5%	4%	-	-	6%	9%	3%	4%	6%	11%	6%	4%	-	-	5%	4%	-4%
Strong negative influence	7%	6%	8%	-	8%	-	6%	10%	7%	6%	-	-	11%	25%	-	13%	-	-
Net: Negative	11%	11%	12%	-	8%	6%	14%	13%	11%	11%	11%	6%	15%	25%	-	18%	4%	4%

Golin Harris
IT Purchasers
BUSINESS Sample

Work industry (short list)								
Manufacturing	Construction	Retail	Financial services	Hospitality and leisure	Accountancy	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales

SGI_q8. How much more or less likely are you to engage with a brand on social media channels when considering purchases?

All who has influenced the IT purchasing decision-making process	20	5	7	7	5	5	3	25	3
Much more likely	10%	-	-	-	-	20%	-	16%	33%
Slightly more likely	25%	-	14%	14%	20%	-	-	20%	-
No difference	40%	60%	43%	57%	60%	60%	67%	36%	67%
Slightly less likely	10%	20%	-	14%	-	-	-	4%	-
A lot less likely	15%	20%	43%	14%	20%	20%	33%	24%	-

SGI_q9. Which, if any, of the following would make you stop following a brand in the midst of a purchasing decision? (Please tick all that apply)

All who has influenced the IT purchasing decision-making process	20	5	7	7	5	5	3	25	3
Limited information, not enough content being shared across their channels	40%	20%	29%	43%	60%	40%	-	32%	67%
Lack of content that's relevant to me	45%	20%	29%	14%	60%	20%	33%	40%	33%
Dull / boring content that might be factual, but is just uninteresting	10%	20%	14%	29%	20%	20%	-	32%	-
Lack of timely insight, they may say interesting things but so late to the market its unimportant	15%	20%	29%	14%	20%	20%	-	44%	33%
Lack of warmth / empathy in their communications; comes across as overly corporate	10%	-	-	43%	-	40%	-	28%	-
None of these	15%	60%	43%	14%	-	20%	67%	16%	33%

SGI_q10. Ultimately, does interacting with a brand online have a positive or negative influence on you/ your company's purchasing decision?

All who has influenced the IT purchasing decision-making process	20	5	7	7	5	5	3	25	3
Strong positive influence	15%	-	-	-	-	20%	-	4%	33%
Positive influence	25%	-	29%	29%	20%	20%	-	44%	-
Net: Positive	40%	-	29%	29%	20%	40%	-	48%	33%
No influence	60%	40%	71%	71%	80%	60%	33%	44%	67%
Negative influence	-	20%	-	-	-	-	-	4%	-
Strong negative influence	-	40%	-	-	-	-	67%	4%	-
Net: Negative	-	60%	-	-	-	-	67%	8%	-

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BUSINESS Sample

						Company annual turnover					
Medical & health services	Education	Transportation & distribution	Real estate	Other	Finance and Accounting	First year of trading	Less than £999,999 (NET)	£1 million - £ 9.9 million (NET)	£ 10 million or more (NET)	Don't know	Prefer not to answer

SGI_q8. How much more or less likely are you to engage with a brand on social media channels when considering purchases?

All who has influenced the IT purchasing decision-making process	7	3	1	7	7	12	-	39	19	31	5	11
Much more likely	14%	-	-	14%	-	8%	-	10%	5%	13%	-	9%
Slightly more likely	-	33%	-	-	-	8%	-	5%	26%	16%	40%	-
No difference	71%	33%	-	57%	86%	58%	-	56%	26%	55%	40%	64%
Slightly less likely	-	-	100%	14%	14%	8%	-	8%	16%	6%	-	-
A lot less likely	14%	33%	-	14%	-	17%	-	21%	26%	10%	20%	27%

SGI_q9. Which, if any, of the following would make you stop following a brand in the midst of a purchasing decision? (Please tick all that apply)

All who has influenced the IT purchasing decision-making process	7	3	1	7	7	12	-	39	19	31	5	11
Limited information, not enough content being shared across their channels	43%	33%	100%	57%	14%	42%	-	36%	42%	35%	60%	27%
Lack of content that's relevant to me	43%	33%	-	57%	57%	17%	-	46%	21%	42%	40%	36%
Dull / boring content that might be factual, but is just uninteresting	-	33%	-	14%	14%	25%	-	21%	11%	23%	-	18%
Lack of timely insight, they may say interesting things but so late to the market its unimportant	14%	67%	-	29%	-	17%	-	26%	16%	32%	40%	9%
Lack of warmth / empathy in their communications; comes across as overly corporate	-	100%	-	14%	29%	42%	-	26%	11%	23%	-	9%
None of these	43%	-	-	14%	29%	17%	-	23%	26%	16%	-	45%

SGI_q10. Ultimately, does interacting with a brand online have a positive or negative influence on your/ your company's purchasing decision?

All who has influenced the IT purchasing decision-making process	7	3	1	7	7	12	-	39	19	31	5	11
Strong positive influence	-	-	-	14%	-	8%	-	10%	5%	3%	20%	-
Positive influence	29%	67%	100%	14%	14%	25%	-	10%	42%	45%	-	27%
Net: Positive	29%	67%	100%	29%	14%	33%	-	21%	47%	48%	20%	55%
No influence	57%	-	-	57%	57%	67%	-	64%	37%	48%	80%	-
Negative influence	-	-	-	14%	29%	-	-	5%	11%	3%	-	18%
Strong negative influence	14%	33%	-	-	-	-	-	10%	5%	-	-	27%
Net: Negative	14%	33%	-	14%	29%	-	-	15%	16%	3%	-	18%

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IT Purchasers
BUSINESS Sample

Ultimately, does interacting with a brand online have a positive or negative influence on you/ your company's purchasing decision?						
Strong positive influence	Positive influence	Positive	No influence	Negative influence	Strong negative influence	Negative

SGI_q8. How much more or less likely are you to engage with a brand on social media channels when considering purchases?

All who has influenced the IT purchasing decision-making process	7	29	36	57	5	7	12
Much more likely	86%	14%	28%	-	-	-	-
Slightly more likely	14%	34%	31%	5%	-	-	-
No difference	-	38%	31%	67%	40%	29%	33%
Slightly less likely	-	7%	6%	5%	60%	-	25%
A lot less likely	-	7%	6%	23%	-	71%	42%

SGI_q9. Which, if any, of the following would make you stop following a brand in the midst of a purchasing decision? (Please tick all that apply)

All who has influenced the IT purchasing decision-making process	7	29	36	57	5	7	12
Limited information, not enough content being shared across their channels	57%	52%	53%	33%	20%	-	8%
Lack of content that's relevant to me	57%	34%	39%	44%	40%	-	17%
Dull / boring content that might be factual, but is just uninteresting	14%	31%	28%	14%	20%	-	8%
Lack of timely insight, they may say interesting things but so late to the market its unimportant	57%	41%	44%	12%	40%	14%	25%
Lack of warmth / empathy in their communications; comes across as overly corporate	29%	28%	28%	14%	20%	14%	17%
None of these	14%	3%	6%	26%	40%	71%	58%

SGI_q10. Ultimately, does interacting with a brand online have a positive or negative influence on you/ your company's purchasing decision?

All who has influenced the IT purchasing decision-making process	7	29	36	57	5	7	12
Strong positive influence	100%	-	19%	-	-	-	-
Positive influence	-	100%	81%	-	-	-	-
Net: Positive	-	-	-	100%	-	-	-
No influence	-	-	-	-	100%	-	42%
Negative influence	-	-	-	-	-	100%	58%
Strong negative influence	100%	100%	100%	-	-	-	-
Net: Negative	-	-	-	-	100%	100%	100%