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BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91198355
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Date	06/14/2012
Attachments	Ford Testimony Deposition_ Trial Exhibit 1 _ Ex. A.pdf ( 61 pages )(2103443 bytes )

# Exhibit A

## **ford bubala & associates**

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16400 Pacific Coast Highway  
Huntington Beach, California 92649  
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A large, stylized, white lowercase letter 'b' is positioned in the lower right quadrant of the page. The letter is bold and has a classic, slightly ornate design with a thick vertical stem and a rounded, open bowl.

April 27, 2011

TO: Anne Peck, Esq.  
Jeffrey Norberg, Esq.  
Cooley LLP  
3175 Hanover Street  
Palo Alto, California 94304

FROM: Ford Bubala & Associates

RE: Facebook Fame Survey

Enclosed, herein, please find the results of a survey designed to address the issue of fame with respect to the FACEBOOK mark. Specifically, the survey reported herein was designed to measure the degree of recognition of the FACEBOOK mark, if any, among the general public and general consuming public.

Provided in this report is a synopsis of the survey methodology, survey screener and questionnaire, and response frequencies for the survey questions. The Appendix of this report contains a sequential listing of the survey responses, copies of the Supervisor and Interviewer instructions which provide additional details of the survey protocols, and other survey-related background materials.

FACEBOOK FAME SURVEY

Ford Bubala & Associates  
April, 2011

## FACEBOOK FAME SURVEY

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Tab A



## SURVEY SYNOPSIS

### SURVEY BACKGROUND

The report contained, herein, provides the results of a survey designed to address the issue of fame with respect to the FACEBOOK mark. Specifically, the survey reported herein was designed to measure the degree of recognition of the FACEBOOK mark, if any, among the general public and general consuming public.

The survey design utilized in this matter employed an in-treatment control as a measure of the level of mismeasurement or agreement bias in the survey results.

### SAMPLING FRAME AND SAMPLE

This survey employed a random digit telephone protocol. The sample of random digit telephone numbers for this survey was based upon a random digit probability sample of telephone numbers drawn from all working telephone exchanges in the continental U.S. for both landlines and cellular telephones. Quotas were established to provide a sample that is representative of the age and gender distribution of the U.S. population 13 years of age and older.

The survey consisted of approximately four hundred (406) interviews.

### SURVEY UNIVERSE

Generally, respondents qualified for inclusion in the survey were either (1) individuals who live in households with either listed or unlisted landline telephones (the respondent in the household was randomly selected using the next-birthday method), or (2) randomly selected cellular telephone numbers for individuals who receive all or most of their personal calls on a cellular telephone.

### SURVEY RESULTS

The survey results are representative and statistically projectable to all individuals, thirteen (13) years of age or older, in households in the continental U.S. who have a working landline telephone or receive all or most of their personal calls on a cellular telephone.

## SURVEY METHODOLOGICAL PROCEDURES

The survey sample selection, questions, questionnaire design, and interviewing procedures employed in this survey were designed in accordance with the generally accepted standards and procedures in the field of surveys. The survey was also designed to meet the criteria for survey trustworthiness detailed by the Federal Judicial Center in the Manual for Complex Litigation, Fourth.

The survey conducted in this matter was administered under a double-blind protocol. Specifically, not only were the respondents not informed as to the purpose or sponsor of the survey, but similarly, both the survey's supervisors and interviewers were not informed as to the purpose or sponsor of the survey.

Interviewing, data gathering, and response recordation were carried out, under the direction of Ford Bubala & Associates, by interviewers employed by an independent professional interviewing organization. The Project Director working on this study was personally trained by a representative of Ford Bubala & Associates in the survey design, procedures, and related protocols. In addition, approximately forty-seven percent (47.04%) of the study interviews were validated by the survey's Supervisors' telephone monitoring of the interviews while they were being conducted or by telephone callback; and Ford Bubala & Associates also conducted validation via telephone callback of an additional approximately twenty percent (20.44%) of the interviews in the study. Net, unduplicated validation totaled approximately sixty-four percent (63.79%). This level of validation exceeds industry standards. None of the interviews failed to validate.

The Appendix of this report contains a sequential listing of the survey responses, copies of the Supervisor and Interviewer Instructions which provide additional details of the survey protocols, and other survey-related materials.

## SURVEY RESEARCH DESIGN/TABULATION/ANALYSIS

Ford Bubala & Associates  
16400 Pacific Coast Highway  
Suite 211  
Huntington Beach, California 92649

Dr. Gerald L. Ford

PROFESSIONAL INTERVIEWING SERVICE

Issues & Answers  
5151 Bonney Road  
Virginia Beach, Virginia 23462

RANDOM DIGIT LANDLINE AND CELLULAR TELEPHONE SAMPLE

Survey Sampling, Inc. LLC  
6 Research Drive  
Shelton, Connecticut 06484

INTERVIEWING DATES

February 19 through February 25, 2011

Tab B

FACEBOOK FAME SURVEY  
SCREENER AND QUESTIONNAIRE

SCREENER - LANDLINE

INTRODUCTION

Hello. My name is \_\_\_\_\_, with Issues & Answers, a marketing research company. We are conducting a brief opinion survey. This is not a sales or telemarketing call.

So that we can get a mix of individuals from various households, may I please speak to the (gender/age) in your household who will have the next birthday?

IF SPEAKING, GO TO --> Q1.0.

IF TRANSFERRED:

Hello. My name is \_\_\_\_\_, with Issues & Answers, a marketing research company. We are conducting a brief opinion survey. This is not a sales or telemarketing call.

Are you the (gender/age) in your household who will have the next birthday?

IF 'YES,' GO TO --> Q1.0.

IF 'NO,' ASK FOR THAT PERSON AND BEGIN AGAIN AT 'IF TRANSFERRED.'

IF 'NOT HOME/AVAILABLE,' ASK:

When would be a good time to call back, and who should I ask for?

RECORD NAME AND SUGGESTED CALLBACK TIME.

IF CALLBACK:

May I please speak to INSERT RESPONDENT'S NAME.

IF/WHEN SPEAKING, CONTINUE.

Hello. My name is \_\_\_\_\_, with Issues & Answers, a marketing research company. We are conducting a brief opinion survey. This is not a sales or telemarketing call.

Are you the (gender/age) in your household who will have the next birthday?

IF 'YES,' GO TO --> Q1.0.

IF 'NO,' ASK FOR THAT PERSON AND BEGIN AGAIN AT 'IF TRANSFERRED.'

-----  
1.01 Before I continue, I need to tell you that our supervisors periodically monitor these interviews for quality and courtesy.

RECORD WITH AN 'X.'

\_\_\_\_\_ 1. advised respondent about monitoring CONTINUE.

2.0 For classification purposes only, would you please tell me,  
into which of the following categories does your age fall?  
READ LIST. RECORD RESPONSE WITH AN 'X.'

- \_\_\_\_\_ 1. under 13 TERMINATE.
  - \_\_\_\_\_ 2. 13 to 17
  - \_\_\_\_\_ 3. 18 to 34
  - \_\_\_\_\_ 4. 35 to 49
  - \_\_\_\_\_ 5. 50 or above
  - \_\_\_\_\_ 6. refused TERMINATE.
- CONTINUE.

3.0 RECORD GENDER BY OBSERVATION:

- \_\_\_\_\_ 1. male
  - \_\_\_\_\_ 2. female
- CONTINUE.

## QUESTIONNAIRE

In a moment, I am going to ask you some questions about social networking sites on the internet.

Please understand that we are only interested in your opinions; and if you don't have an opinion or don't know the answer to a question, that is an acceptable answer.

- 4.0 Now, thinking about social networking sites on the internet ...**PAUSE**... would you please tell me the names of the social networking sites that you can think of?  
**RECORD RESPONSES.**

---

IF NONE, GO TO --> Q5.1;  
OTHERWISE, CONTINUE.

- 4.1 What other names of social networking sites, if any, can you think of?  
**RECORD RESPONSES.**

---

CONTINUE.

- 5.0 Now, I am going to read you some additional names that may or may not be names used for social networking sites on the internet...**PAUSE**...  
Have you ever heard of INSERT NAME(S) NOT MENTIONED IN Q4.0 OR Q4.1?  
**RECORD RESPONSES WITH AN 'X.'**  
**RANDOMIZE LIST.**

	<u>Yes</u>	<u>No</u>	<u>DK</u>
- FACEBOOK? . . . . .	____ 1.	____ 2.	____ 3.
- TWITTER? . . . . .	____ 1.	____ 2.	____ 3.
- CLASSMATES? . . . . .	____ 1.	____ 2.	____ 3.
- DIGG? . . . . .	____ 1.	____ 2.	____ 3.
- BEBO? . . . . .	____ 1.	____ 2.	____ 3.
- GATHER? . . . . .	____ 1.	____ 2.	____ 3.
- HELIUM? . . . . .	____ 1.	____ 2.	____ 3.
- GOODREADS? . . . . .	____ 1.	____ 2.	____ 3.
- BROADMORE? . . . . .	____ 1.	____ 2.	____ 3.

GO TO --> Q6.0.



- 5.1 Now, I am going to read you some names that may or may not be names used for social networking sites on the internet...PAUSE...

Have you ever heard of READ LIST ?

RECORD RESPONSES WITH AN 'X.'

RANDOMIZE LIST.

	<u>Yes</u>	<u>No</u>	<u>DK</u>
- FACEBOOK? . . . . .	____ 1.	____ 2.	____ 3.
- TWITTER? . . . . .	____ 1.	____ 2.	____ 3.
- CLASSMATES? . . . . .	____ 1.	____ 2.	____ 3.
- DIGG? . . . . .	____ 1.	____ 2.	____ 3.
- BEBO? . . . . .	____ 1.	____ 2.	____ 3.
- GATHER? . . . . .	____ 1.	____ 2.	____ 3.
- HELIUM? . . . . .	____ 1.	____ 2.	____ 3.
- GOODREADS? . . . . .	____ 1.	____ 2.	____ 3.
- BROADMORE? . . . . .	____ 1.	____ 2.	____ 3.

CONTINUE.

- 6.0 Within the past month, have you accessed the internet?  
RECORD RESPONSE WITH AN 'X.'

____ 1. yes	] CONTINUE.
____ 2. no	
____ 3. don't know	

- 6.1 Within the next month, are you likely to access the internet?  
RECORD RESPONSE WITH AN 'X.'

____ 1. yes	] CONTINUE.
____ 2. no	
____ 3. don't know	

- 7.0 Within the past month, have you accessed one or more social networking sites?  
RECORD RESPONSE WITH AN 'X.'

____ 1. yes	] CONTINUE.
____ 2. no	
____ 3. don't know	

- 7.1 Within the next month, are you likely to access one or more social networking sites?  
RECORD RESPONSE WITH AN 'X.'

____ 1. yes	] CONTINUE.
____ 2. no	
____ 3. don't know	

**VERIFICATION:**

Finally, may I please have your name? This information is so that my Supervisor can verify a portion of my work. If you are contacted, it will only be to confirm that I conducted this interview and for no other reason.

Respondent Name: \_\_\_\_\_

Verify/Confirm Telephone Number: \_\_ (\_\_\_\_) \_\_\_\_\_

**Interviewer Certification:**

I hereby certify that the information contained on this Screener/Questionnaire is a true and accurate record of this respondent's comments as they were given to me.

\_\_\_\_\_  
Interviewer's signature

\_\_\_\_\_  
Date

**Supervisor Validation (Telephone Monitoring Validation)**

I hereby certify that I personally monitored, by telephone, the questions and responses to the next-birthday question through question 3.0.

\_\_\_\_\_  
Supervisor's signature

**Supervisor Validation (Telephone Callback Validation)**

I hereby certify that I validated this interview by recontacting the named respondent and by confirming the respondent's participation in the survey and the respondent's answers to the next-birthday question through question 3.0.

\_\_\_\_\_  
Supervisor's signature

**Supervisor Validation Quality Control Telephone Monitoring**

I hereby certify that I personally monitored, by telephone, the questions and responses to questions 4.0 through 7.1.

\_\_\_\_\_  
Supervisor's signature

SCREENER - CELL PHONE

INTRODUCTION

Hello. My name is \_\_\_\_\_, with Issues & Answers, a marketing research company. We are conducting a brief opinion survey. This is not a sales or telemarketing call.

-----  
2.0 For classification purposes only, would you please tell me, into which of the following categories does your age fall?  
READ LIST. RECORD RESPONSE WITH AN 'X.'

- |                      |   |
|----------------------|---|
| _____ 1. under 13    | TERMINATE (INELIGIBLE).   |
| _____ 2. 13 to 17    | IF 13 OR OLDER AND AGE/GENDER<br>QUOTA NOT FILLED, CONTINUE.<br>IF 13 OR OLDER AND AGE/GENDER<br>QUOTA FILLED, TERMINATE<br>(INELIGIBLE). |
| _____ 3. 18 to 34    |   |
| _____ 4. 35 to 49    |   |
| _____ 5. 50 or above |   |
| _____ 6. refused     | TERMINATE.  |

3.0 RECORD GENDER BY OBSERVATION.

- \_\_\_\_\_ 1. male  
\_\_\_\_\_ 2. female

3.1 Do you receive all or most of your personal calls on this telephone?  
RECORD RESPONSE WITH AN 'X.'

- \_\_\_\_\_ 1. yes CONTINUE.  
\_\_\_\_\_ 2. no/don't know TERMINATE.

1.0c Before I continue, I need to tell you that our supervisors periodically monitor these interviews for quality and courtesy.  
RECORD WITH AN 'X.'

- \_\_\_\_\_ 1. advised respondent about monitoring CONTINUE.

# QUESTIONNAIRE

In a moment, I am going to ask you some questions about social networking sites on the internet.

Please understand that we are only interested in your opinions; and if you don't have an opinion or don't know the answer to a question, that is an acceptable answer.

- 4.0 Now, thinking about social networking sites on the internet ...**PAUSE**... would you please tell me the names of the social networking sites that you can think of?  
**RECORD RESPONSES.**

---

IF NONE, GO TO --> Q5.1;  
OTHERWISE, CONTINUE.

- 4.1 What other names of social networking sites, if any, can you think of?  
**RECORD RESPONSES.**

---

CONTINUE.

- 5.0 Now, I am going to read you some additional names that may or may not be names used for social networking sites on the internet...**PAUSE**...  
Have you ever heard of INSERT NAME(S) NOT MENTIONED IN Q4.0 OR Q4.1 ?  
**RECORD RESPONSES WITH AN 'X.'**  
**RANDOMIZE LIST.**

	<u>Yes</u>	<u>No</u>	<u>DK</u>
- FACEBOOK? . . . . .	____ 1.	____ 2.	____ 3.
- TWITTER? . . . . .	____ 1.	____ 2.	____ 3.
- CLASSMATES? . . . . .	____ 1.	____ 2.	____ 3.
- DIGG? . . . . .	____ 1.	____ 2.	____ 3.
- BEBO? . . . . .	____ 1.	____ 2.	____ 3.
- GATHER? . . . . .	____ 1.	____ 2.	____ 3.
- HELIUM? . . . . .	____ 1.	____ 2.	____ 3.
- GOODREADS? . . . . .	____ 1.	____ 2.	____ 3.
- BROADMORE? . . . . .	____ 1.	____ 2.	____ 3.

GO TO --> Q6.0.

- 5.1 Now, I am going to read you some names that may or may not be names used for social networking sites on the internet...**PAUSE...**

Have you ever heard of READ LIST ?

RECORD RESPONSES WITH AN 'X.'

RANDOMIZE LIST.

	<u>Yes</u>	<u>No</u>	<u>DK</u>
- FACEBOOK? . . . . .	____ 1.	____ 2.	____ 3.
- TWITTER? . . . . .	____ 1.	____ 2.	____ 3.
- CLASSMATES? . . . . .	____ 1.	____ 2.	____ 3.
- DIGG? . . . . .	____ 1.	____ 2.	____ 3.
- BEBO? . . . . .	____ 1.	____ 2.	____ 3.
- GATHER? . . . . .	____ 1.	____ 2.	____ 3.
- HELIUM? . . . . .	____ 1.	____ 2.	____ 3.
- GOODREADS? . . . . .	____ 1.	____ 2.	____ 3.
- BROADMORE? . . . . .	____ 1.	____ 2.	____ 3.

CONTINUE.

- 6.0 Within the past month, have you accessed the internet?

RECORD RESPONSE WITH AN 'X.'

____ 1. yes	}	CONTINUE.
____ 2. no		
____ 3. don't know		

- 6.1 Within the next month, are you likely to access the internet?

RECORD RESPONSE WITH AN 'X.'

____ 1. yes	}	CONTINUE.
____ 2. no		
____ 3. don't know		

- 7.0 Within the past month, have you accessed one or more social networking sites?

RECORD RESPONSE WITH AN 'X.'

____ 1. yes	}	CONTINUE.
____ 2. no		
____ 3. don't know		

- 7.1 Within the next month, are you likely to access one or more social networking sites?

RECORD RESPONSE WITH AN 'X.'

____ 1. yes	}	CONTINUE.
____ 2. no		
____ 3. don't know		

**VERIFICATION:**

Finally, may I please have your name? This information is so that my Supervisor can verify a portion of my work. If you are contacted, it will only be to confirm that I conducted this interview and for no other reason.

Respondent Name: \_\_\_\_\_

Verify/Confirm Telephone Number: \_\_ (\_\_\_\_) \_\_\_\_\_

**Interviewer Certification:**

I hereby certify that the information contained on this Screener/Questionnaire is a true and accurate record of this respondent's comments as they were given to me.

\_\_\_\_\_  
Interviewer's signature

\_\_\_\_\_  
Date

**Supervisor Validation (Telephone Monitoring Validation)**

I hereby certify that I personally monitored, by telephone, the questions and responses to question 2.0 through question 3.1.

\_\_\_\_\_  
Supervisor's signature

**Supervisor Validation (Telephone Callback Validation)**

I hereby certify that I validated this interview by recontacting the named respondent and by confirming the respondent's participation in the survey and the respondent's answers to question 2.0 through question 3.1.

\_\_\_\_\_  
Supervisor's signature

**Supervisor Validation Quality Control Telephone Monitoring**

I hereby certify that I personally monitored, by telephone, the questions and responses to questions 4.0 through 7.1.

\_\_\_\_\_  
Supervisor's signature

Tab C

FACEBOOK FAME SURVEY  
GENERAL PUBLIC



Tab 1

TABLE 1

## UNAIDED RECOGNITION OF SOCIAL NETWORKING MARKS

- Q4.0 Now, thinking about social networking sites on the internet, would you please tell me the names of social networking sites that you can think of?
- Q4.1 What other names of social networking sites, if any, can you think of?

---

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=406)
1. Facebook	299	73.65
2. Bebo	1	0.25
3. Broadmore	--	---
4. Classmates	2	0.49
5. Digg	3	0.74
6. Gather	--	---
7. Goodreads	--	---
8. Helium	--	---
9. Twitter	157	38.67
10. Google	15	3.69
11. LinkedIn	34	8.37
12. Myspace	184	45.32
13. Yahoo	22	5.42
14. Other unaided social networking marks <sup>1</sup>	118	na
15. None	92	22.66

---

<sup>1</sup>No other social networking mark accounted for more than 3.0%. See Appendix B.

## Tab 2

TABLE 2

## UNAIDED AND AIDED RECOGNITION OF SOCIAL NETWORKING MARKS

- Q4.0 Now, thinking about social networking sites on the internet, would you please tell me the names of social networking sites that you can think of?
- Q4.1 What other names of social networking sites, if any, can you think of?
- Q5.0 Now, I am going to read you some additional names that may or may not be names used for social networking sites on the internet. Have you ever heard of INSERT NAME(S) NOT MENTIONED IN Q4.0 OR Q4.1?
- Q5.1 Now, I am going to read you some names that may or may not be names used for social networking sites on the internet. Have you ever heard of...

---

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=406)
1. Facebook	395	97.29
2. Bebo	57	14.04
3. Broadmore	11	2.71
4. Classmates	187	46.06
5. Digg	46	11.33
6. Gather	5	1.23
7. Goodreads	22	5.42
8. Helium	22	5.42
9. Twitter	394	97.04
10. Other unaided social networking marks	373	na

# Tab D

FACEBOOK FAME SURVEY  
GENERAL INTERNET USING PUBLIC

Tab 3

TABLE 3

## PAST INTERNET USERS

Q6.0 Within the past month, have you accessed the internet?

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=406)
1. Yes	350	86.21
2. No	56	13.79
3. Don't know	--	---
Total	<u>406</u>	<u>100.00</u>



## Tab 4

TABLE 4

## POTENTIAL INTERNET USERS

Q6.1 Within the next month, are you likely to access the internet?

---

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=406)
1. Yes	357	87.93
2. No	43	10.59
3. Don't know	6	1.48
Total	<u>406</u>	<u>100.00</u>

## Tab 5

TABLE 5

## PAST INTERNET USERS

## UNAIDED RECOGNITION OF SOCIAL NETWORKING MARKS

- Q6.0 Within the past month, have you accessed the internet?  
[Yes]
- Q4.0 Now, thinking about social networking sites on the internet, would you please tell me the names of social networking sites that you can think of?
- Q4.1 What other names of social networking sites, if any, can you think of?

---

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=350)
1. Facebook	292	88.43
2. Bebo	1	0.29
3. Broadmore	--	---
4. Classmates	2	0.57
5. Digg	3	0.86
6. Gather	--	---
7. Goodreads	--	---
8. Helium	--	---
9. Twitter	155	44.29
10. Google	14	4.00
11. LinkedIn	30	8.57
12. Myspace	180	51.43
13. Yahoo	21	6.00
14. Other unaided social networking marks	117	na
15. None	47	13.43

Tab 6

TABLE 6

## PAST INTERNET USERS

## UNAIDED AND AIDED RECOGNITION OF SOCIAL NETWORKING MARKS

- Q6.0 Within the past month, have you accessed the internet?  
[Yes]
- Q4.0 Now, thinking about social networking sites on the internet, would you please tell me the names of social networking sites that you can think of?
- Q4.1 What other names of social networking sites, if any, can you think of?
- Q5.0 Now, I am going to read you some additional names that may or may not be names used for social networking sites on the internet. Have you ever heard of INSERT NAME(S) NOT MENTIONED IN Q4.0 OR Q4.1?
- Q5.1 Now, I am going to read you some names that may or may not be names used for social networking sites on the internet. Have you ever heard of...

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=350)
1. Facebook	349	99.71
2. Bebo	50	14.29
3. Broadmore	10	2.86
4. Classmates	175	50.00
5. Digg	42	12.00
6. Gather	4	1.14
7. Goodreads	17	4.86
8. Helium	17	4.86
9. Twitter	345	98.57
10. Other unaided social networking marks	362	na
11. None	47	13.43

## Tab 7

TABLE 7

## POTENTIAL INTERNET USERS

## UNAIDED RECOGNITION OF SOCIAL NETWORKING MARKS

- Q6.1 Within the next month, are you likely to access the internet? [Yes]
- Q4.0 Now, thinking about social networking sites on the internet, would you please tell me the names of social networking sites that you can think of?
- Q4.1 What other names of social networking sites, if any, can you think of?

---

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=357)
1. Facebook	293	82.07
2. Bebo	1	0.28
3. Broadmore	--	---
4. Classmates	2	0.56
5. Digg	3	0.84
6. Gather	--	---
7. Goodreads	--	---
8. Helium	--	---
9. Twitter	155	43.42
10. Google	15	4.20
11. LinkedIn	30	8.40
12. Myspace	179	50.14
13. Yahoo	22	6.16
14. Other unaided social networking marks	119	na
15. None	51	14.29



Tab 8

TABLE 8

## POTENTIAL INTERNET USERS

## UNAIDED AND AIDED RECOGNITION OF SOCIAL NETWORKING MARKS

- Q6.1 Within the next month, are you likely to access the internet? [Yes]
- Q4.0 Now, thinking about social networking sites on the internet, would you please tell me the names of social networking sites that you can think of?
- Q4.1 What other names of social networking sites, if any, can you think of?
- Q5.0 Now, I am going to read you some additional names that may or may not be names used for social networking sites on the internet. Have you ever heard of INSERT NAME(S) NOT MENTIONED IN Q4.0 OR Q4.1?
- Q5.1 Now, I am going to read you some names that may or may not be names used for social networking sites on the internet. Have you ever heard of...

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<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=357)
1. Facebook	354	99.16
2. Bebo	53	14.85
3. Broadmore	10	2.80
4. Classmates	177	49.58
5. Digg	45	12.61
6. Gather	5	1.40
7. Goodreads	18	5.04
8. Helium	19	5.32
9. Twitter	349	97.76
10. Other unaided social networking marks	365	na
11. None	51	14.29

Tab E

FACEBOOK FAME SURVEY  
GENERAL SOCIAL NETWORKING SITE USING PUBLIC

## Tab 9

TABLE 9

## PAST SOCIAL NETWORKING SITE USERS

Q7.0 Within the past month, have you accessed one or more social networking sites?

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=406)
1. Yes	236	58.13
2. No	165	40.64
3. Don't know	5	1.23
Total	<u>406</u>	<u>100.00</u>

Tab 10

TABLE 10

## POTENTIAL SOCIAL NETWORKING SITE USERS

Q7.1 Within the next month, are you likely to access one or more social networking sites?

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=406)
1. Yes	242	59.61
2. No	148	36.45
3. Don't know	16	3.94
Total	<u>406</u>	<u>100.00</u>



Tab 11

TABLE 11

## PAST SOCIAL NETWORKING SITE USERS

## UNAIDED RECOGNITION OF SOCIAL NETWORKING MARKS

- Q7.0 Within the past month, have you accessed one or more social networking sites? [Yes]
- Q4.0 Now, thinking about social networking sites on the internet, would you please tell me the names of social networking sites that you can think of?
- Q4.1 What other names of social networking sites, if any, can you think of?

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=236)
1. Facebook	214	90.68
2. Bebo	1	0.42
3. Broadmore	--	---
4. Classmates	2	0.85
5. Digg	1	0.42
6. Gather	--	---
7. Goodreads	--	---
8. Helium	--	---
9. Twitter	118	50.00
10. Google	11	4.66
11. LinkedIn	25	10.59
12. Myspace	137	58.05
13. Yahoo	18	7.63
14. Other unaided social networking marks	100	na
15. None	12	5.08

## Tab 12

TABLE 12

PAST SOCIAL NETWORKING SITE USERS  
UNAIDED AND AIDED RECOGNITION OF SOCIAL NETWORKING MARKS

- Q7.0 Within the past month, have you accessed one or more social networking sites? [Yes]
- Q4.0 Now, thinking about social networking sites on the internet, would you please tell me the names of social networking sites that you can think of?
- Q4.1 What other names of social networking sites, if any, can you think of?
- Q5.0 Now, I am going to read you some additional names that may or may not be names used for social networking sites on the internet. Have you ever heard of INSERT NAME(S) NOT MENTIONED IN Q4.0 OR Q4.1?
- Q5.1 Now, I am going to read you some names that may or may not be names used for social networking sites on the internet. Have you ever heard of...

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=236)
1. Facebook	236	100.00
2. Bebo	39	16.53
3. Broadmore	4	1.69
4. Classmates	137	58.05
5. Digg	28	11.86
6. Gather	3	1.27
7. Goodreads	11	4.66
8. Helium	13	5.51
9. Twitter	234	99.15
10. Other unaided social networking marks	291	na
11. None	12	5.08

Tab 13

TABLE 13

POTENTIAL SOCIAL NETWORKING SITE USERS  
UNAIDED RECOGNITION OF SOCIAL NETWORKING MARKS

- Q7.1 Within the next month, are you likely to access one or more social networking sites? [Yes]
- Q4.0 Now, thinking about social networking sites on the internet, would you please tell me the names of social networking sites that you can think of?
- Q4.1 What other names of social networking sites, if any, can you think of?

---

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=242)
1. Facebook	212	87.60
2. Bebo	--	---
3. Broadmore	--	---
4. Classmates	2	0.83
5. Digg	1	0.41
6. Gather	--	---
7. Goodreads	--	---
8. Helium	--	---
9. Twitter	121	50.00
10. Google	11	4.55
11. LinkedIn	24	9.92
12. Myspace	137	56.61
13. Yahoo	17	7.02
14. Other unaided social networking marks	98	na
15. None	19	7.85

Tab 14

TABLE 14

POTENTIAL SOCIAL NETWORKING SITE USERS  
UNAIDED AND AIDED RECOGNITION OF SOCIAL NETWORKING MARKS

- Q7.1 Within the next month, are you likely to access one or more social networking sites? [Yes]
- Q4.0 Now, thinking about social networking sites on the internet, would you please tell me the names of social networking sites that you can think of?
- Q4.1 What other names of social networking sites, if any, can you think of?
- Q5.0 Now, I am going to read you some additional names that may or may not be names used for social networking sites on the internet. Have you ever heard of INSERT NAME(S) NOT MENTIONED IN Q4.0 OR Q4.1?
- Q5.1 Now, I am going to read you some names that may or may not be names used for social networking sites on the internet. Have you ever heard of...

---

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=242)
1. Facebook	242	100.00
2. Bebo	39	16.12
3. Broadmore	5	2.07
4. Classmates	136	56.20
5. Digg	27	11.16
6. Gather	3	1.24
7. Goodreads	13	5.37
8. Helium	15	6.20
9. Twitter	240	99.17
10. Other unaided social networking marks	287	na <sup>a</sup>
11. None	19	7.85



# Tab F

FACEBOOK FAME SURVEY  
RESPONDENT CHARACTERISTICS

# Tab 15

TABLE 15

## AGE DISTRIBUTION OF RESPONDENTS

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=406)
1. 13 to 17	34	8.37
2. 18 to 34	115	28.33
3. 35 to 49	104	25.62
4. 50 or above	153	37.68
Total	<u>406</u>	<u>100.00</u>

## Tab 16

TABLE 16

## GENDER DISTRIBUTION OF RESPONDENTS

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=406)
1. Male	196	48.28
2. Female	210	51.72
Total	<u>406</u>	<u>100.00</u>