

ESTTA Tracking number: **ESTTA478187**

Filing date: **06/14/2012**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91198355
Party	Plaintiff Facebook, Inc.
Correspondence Address	JEFFREY T NORBERG COOLEY LLP 777 6TH ST NW, SUITE 1100 WASHINGTON, DC 20001 UNITED STATES trademarks@cooley.com, krobinson@cooley.com, gcharlston@cooley.com, nmcMahon@cooley.com, jnorberg@cooley.com, mweiand@cooley.com, peckah@cooley.com
Submission	Testimony For Plaintiff
Filer's Name	Brendan J. Hughes
Filer's e-mail	bhughes@cooley.com, vbadolato@cooley.com
Signature	/Brendan J. Hughes/
Date	06/14/2012
Attachments	Ford Testimony Deposition_ Trial Exhibit 1 _ Ex. A_ Appendices.pdf ( 50 pages (1270016 bytes )

## APPENDIX

# Appendix A

APPENDIX A  
SEQUENTIAL LISTING OF SURVEY RESPONSES

APPENDIX A  
SEQUENTIAL LISTING OF SURVEY RESPONSES

SURVEY QUESTIONS

- Q4.0 Now, thinking about social networking sites on the internet, would you please tell me the names of the 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...
- Q6.0 Within the past month, have you accessed the internet?
- Q6.1 Within the next month, are you likely to access the internet?
- Q7.0 Within the past month, have you accessed one or more social networking sites?
- Q7.1 Within the next month, are you likely to access one or more social networking sites?

## APPENDIX A

### SEQUENTIAL LISTING OF SURVEY RESPONSES

RESPID 015624  
 Q2.0 50 or above  
 Q3.0 Male  
 Q4.0 [Social networking marks]  
 Q4.0 Um, Facebook I guess. I don't use them myself. Myspace.  
 Q4.1 [Other social networking marks]  
 Q4.1 Can't think of any.  
 Q5.0/5.1 Twitter: Yes.  
           Classmates: No.  
           Digg: No.  
           Bebo: No.  
           Gather: No.  
           Helium: No.  
           Goodreads: No.  
           Broadmore: No.  
 Q6.0 [Accessed internet in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to access internet in next month]  
 Q6.1 Yes.  
 Q7.0 [Accessed social networking site in past month]  
 Q7.0 No.  
 Q7.1 [Likely to access social networking site in next month]  
 Q7.1 No.

RESPID 015632  
 Q2.0 18 to 34  
 Q3.0 Female  
 Q4.0 [Social networking marks]  
 Q4.0 That I can think of, Myspace and Facebook.  
 Q4.1 [Other social networking marks]  
 Q4.1 Ah, I don't know.  
 Q5.0/5.1 Twitter: Yes.  
           Classmates: No.  
           Digg: No.  
           Bebo: No.  
           Gather: No.  
           Helium: No.  
           Goodreads: No.  
           Broadmore: No.  
 Q6.0 [Accessed internet in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to access internet in next month]  
 Q6.1 Yes.  
 Q7.0 [Accessed social networking site in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to access social networking site in next month]  
 Q7.1 Yes.

RESPID 015638  
 Q2.0 50 or above  
 Q3.0 Male  
 Q4.0 [Social networking marks]  
 Q4.0 Facebook but I don't use any of those. Twitter but I don't use social networking.  
 Q4.1 [Other social networking marks]  
 Q4.1 Skype.  
 Q5.0/5.1 Classmates: No.  
           Digg: No.  
           Bebo: No.  
           Gather: No.  
           Helium: No.  
           Goodreads: No.  
           Broadmore: No.  
 Q6.0 [Accessed internet in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to access internet in next month]  
 Q6.1 Yes.  
 Q7.0 [Accessed social networking site in past month]  
 Q7.0 No.  
 Q7.1 [Likely to access social networking site in next month]  
 Q7.1 No.

RESPID 015640  
 Q2.0 50 or above  
 Q3.0 Male  
 Q4.0 [Social networking marks]  
 Q4.0 Ah, Facebook, that's the only one I deal with.  
 Q4.1 [Other social networking marks]  
 Q4.1 Um, I, not exactly the smartest person on this, Twitter, YouTube, and Myspace.  
 Q5.0/5.1 Classmates: Yes.  
           Digg: Yes.  
           Bebo: Yes.  
           Gather: No.  
           Helium: No.  
           Goodreads: No.  
           Broadmore: No.  
 Q6.0 [Accessed internet in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to access internet in next month]  
 Q6.1 Yes.  
 Q7.0 [Accessed social networking site in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to access social networking site in next month]  
 Q7.1 Yes.

RESPID 015657  
Q2.0 35 to 49  
Q3.0 Male  
Q4.0 [Social networking marks]  
Q4.0 What, uh, Facebook, Myspace, and I don't know if YouTube counts.  
Um, that's really basically it.  
Q4.1 [Other social networking marks]  
Q4.1 Uh, I can't think of any right now.  
Q5.0/5.1 Twitter: Yes.  
Classmates: Yes.  
Digg: No.  
Bebo: No.  
Gather: No.  
Helium: No.  
Goodreads: No.  
Broadmore: No.  
Q6.0 [Accessed internet in past month]  
Q6.0 Yes.  
Q6.1 [Likely to access internet in next month]  
Q6.1 Yes.  
Q7.0 [Accessed social networking site in past month]  
Q7.0 Yes.  
Q7.1 [Likely to access social networking site in next month]  
Q7.1 Yes.

RESPID 015688  
Q2.0 18 to 34  
Q3.0 Male  
Q4.0 [Social networking marks]  
Q4.0 Mm, I guess Facebook and Twitter.  
Q4.1 [Other social networking marks]  
Q4.1 Uh, Myspace, that's about it.  
Q5.0/5.1 Classmates: No.  
Digg: No.  
Bebo: No.  
Gather: No.  
Helium: No.  
Goodreads: No.  
Broadmore: No.  
Q6.0 [Accessed internet in past month]  
Q6.0 Yes.  
Q6.1 [Likely to access internet in next month]  
Q6.1 Yes.  
Q7.0 [Accessed social networking site in past month]  
Q7.0 No.  
Q7.1 [Likely to access social networking site in next month]  
Q7.1 No.



RESPID 015710  
 Q2.0 50 or above  
 Q3.0 Female  
 Q4.0 [Social networking marks]  
 Q4.0 None.  
 Q4.1 [Other social networking marks]  
 Q4.1 None.  
 Q5.0/5.1 Facebook: Yes.  
 Twitter: Yes.  
 Classmates: No.  
 Digg: No.  
 Bebo: No.  
 Gather: No.  
 Helium: No.  
 Goodreads: No.  
 Broadmore: No.  
 Q6.0 [Accessed internet in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to access internet in next month]  
 Q6.1 Yes.  
 Q7.0 [Accessed social networking site in past month]  
 Q7.0 No.  
 Q7.1 [Likely to access social networking site in next month]  
 Q7.1 No.

RESPID 015737  
 Q2.0 18 to 34  
 Q3.0 Male  
 Q4.0 [Social networking marks]  
 Q4.0 I actually don't go on the network too much. I really don't go  
 on the internet too much.  
 Q4.1 [Other social networking marks]  
 Q4.1 Oh boy, um, probably not.  
 Q5.0/5.1 Facebook: Yes.  
 Twitter: Yes.  
 Classmates: No.  
 Digg: No.  
 Bebo: No.  
 Gather: No.  
 Helium: Don't know.  
 Goodreads: Yes.  
 Broadmore: No.  
 Q6.0 [Accessed internet in past month]  
 Q6.0 No.  
 Q6.1 [Likely to access internet in next month]  
 Q6.1 No.  
 Q7.0 [Accessed social networking site in past month]  
 Q7.0 No.  
 Q7.1 [Likely to access social networking site in next month]  
 Q7.1 Yes.

RESPID 015877  
 Q2.0 18 to 34  
 Q3.0 Female  
 Q4.0 [Social networking marks]  
 Q4.0 Facebook and Myspace.  
 Q4.1 [Other social networking marks]  
 Q4.1 That's it.  
 Q5.0/5.1 Twitter: Yes.  
 Classmates: No.  
 Digg: No.  
 Bebo: No.  
 Gather: No.  
 Helium: No.  
 Goodreads: No.  
 Broadmore: No.  
 Q6.0 [Accessed internet in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to access internet in next month]  
 Q6.1 Yes.  
 Q7.0 [Accessed social networking site in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to access social networking site in next month]  
 Q7.1 Yes.

RESPID 015925  
 Q2.0 35 to 49  
 Q3.0 Male  
 Q4.0 [Social networking marks]  
 Q4.0 Um, Facebook, myYearbook, Twitter, Myspace, um, Daywatch. Um, Adam4Adam. Those are the ones I can think of off-hand.  
 Q4.1 [Other social networking marks]  
 Q4.1 Um, none at the moment.  
 Q5.0/5.1 Classmates: Yes.  
 Digg: No.  
 Bebo: No.  
 Gather: No.  
 Helium: No.  
 Goodreads: No.  
 Broadmore: No.  
 Q6.0 [Accessed internet in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to access internet in next month]  
 Q6.1 Yes.  
 Q7.0 [Accessed social networking site in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to access social networking site in next month]  
 Q7.1 Yes.

RESPID 015928  
Q2.0 18 to 34  
Q3.0 Male  
Q4.0 [Social networking marks]  
Q4.0 Um, me to think of. Pandora.  
Q4.1 [Other social networking marks]  
Q4.1 That's the only one I can think.  
Q5.0/5.1 Facebook: Yes.  
Twitter: Yes.  
Classmates: No.  
Digg: No.  
Bebo: No.  
Gather: No.  
Helium: No.  
Goodreads: No.  
Broadmore: No.  
Q6.0 [Accessed internet in past month]  
Q6.0 Yes.  
Q6.1 [Likely to access internet in next month]  
Q6.1 Yes.  
Q7.0 [Accessed social networking site in past month]  
Q7.0 Yes.  
Q7.1 [Likely to access social networking site in next month]  
Q7.1 Yes.

RESPID 015934  
Q2.0 13 to 17  
Q3.0 Female  
Q4.0 [Social networking marks]  
Q4.0 Facebook, Myspace and Twitter.  
Q4.1 [Other social networking marks]  
Q4.1 I don't know.  
Q5.0/5.1 Classmates: Yes.  
Digg: No.  
Bebo: No.  
Gather: No.  
Helium: No.  
Goodreads: No.  
Broadmore: No.  
Q6.0 [Accessed internet in past month]  
Q6.0 Yes.  
Q6.1 [Likely to access internet in next month]  
Q6.1 Yes.  
Q7.0 [Accessed social networking site in past month]  
Q7.0 Yes.  
Q7.1 [Likely to access social networking site in next month]  
Q7.1 Yes.

RESPID 015958  
Q2.0 18 to 34  
Q3.0 Male  
Q4.0 [Social networking marks]  
Q4.0 Like Facebook.  
Q4.1 [Other social networking marks]  
Q4.1 Um, Myspace.  
Q5.0/5.1 Twitter: Yes.  
Classmates: No.  
Digg: No.  
Bebo: No.  
Gather: No.  
Helium: No.  
Goodreads: No.  
Broadmore: No.  
Q6.0 [Accessed internet in past month]  
Q6.0 Yes.  
Q6.1 [Likely to access internet in next month]  
Q6.1 Yes.  
Q7.0 [Accessed social networking site in past month]  
Q7.0 Yes.  
Q7.1 [Likely to access social networking site in next month]  
Q7.1 Yes.

RESPID 016057  
Q2.0 18 to 34  
Q3.0 Female  
Q4.0 [Social networking marks]  
Q4.0 Facebook, Myspace, Twitter, that's about it.  
Q4.1 [Other social networking marks]  
Q4.1 None.  
Q5.0/5.1 Classmates: No.  
Digg: No.  
Bebo: No.  
Gather: No.  
Helium: No.  
Goodreads: No.  
Broadmore: No.  
Q6.0 [Accessed internet in past month]  
Q6.0 Yes.  
Q6.1 [Likely to access internet in next month]  
Q6.1 Yes.  
Q7.0 [Accessed social networking site in past month]  
Q7.0 Yes.  
Q7.1 [Likely to access social networking site in next month]  
Q7.1 Yes.

RESPID 016149  
 Q2.0 35 to 49  
 Q3.0 Female  
 Q4.0 [Social networking marks]  
 Q4.0 Um, Twitter, Facebook, foursquare and LinkedIn, yup.  
 Q4.1 [Other social networking marks]  
 Q4.1 Oh Golala.  
 Q5.0/5.1 Classmates: No.  
           Digg: Yes.  
           Bebo: No.  
           Gather: No.  
           Helium: No.  
           Goodreads: No.  
           Broadmore: No.  
 Q6.0 [Accessed internet in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to access internet in next month]  
 Q6.1 Yes.  
 Q7.0 [Accessed social networking site in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to access social networking site in next month]  
 Q7.1 Yes.

RESPID 016215  
 Q2.0 18 to 34  
 Q3.0 Male  
 Q4.0 [Social networking marks]  
 Q4.0 That I can't think of. Facebook, Myspace, pretty much all I can think about.  
 Q4.1 [Other social networking marks]  
 Q4.1 None that I know.  
 Q5.0/5.1 Twitter: Yes.  
           Classmates: No.  
           Digg: No.  
           Bebo: No.  
           Gather: No.  
           Helium: No.  
           Goodreads: No.  
           Broadmore: No.  
 Q6.0 [Accessed internet in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to access internet in next month]  
 Q6.1 Yes.  
 Q7.0 [Accessed social networking site in past month]  
 Q7.0 No.  
 Q7.1 [Likely to access social networking site in next month]  
 Q7.1 No.

RESPID 016228  
 Q2.0 13 to 17  
 Q3.0 Female  
 Q4.0 [Social networking marks]  
 Q4.0 Ah, Facebook, Twitter and Myspace.  
 Q4.1 [Other social networking marks]  
 Q4.1 Um, not anymore, those are the only ones I know of.  
 Q5.0/5.1 Classmates: No.  
           Digg: No.  
           Bebo: No.  
           Gather: No.  
           Helium: No.  
           Goodreads: No.  
           Broadmore: No.  
 Q6.0 [Accessed internet in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to access internet in next month]  
 Q6.1 Yes.  
 Q7.0 [Accessed social networking site in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to access social networking site in next month]  
 Q7.1 Yes.

RESPID 016279  
 Q2.0 50 or above  
 Q3.0 Male  
 Q4.0 [Social networking marks]  
 Q4.0 Facebook, ah, LinkedIn. Um, see who else is out there. There's a bunch of them.  
 Q4.1 [Other social networking marks]  
 Q4.1 Ah, I can't think of any others right now.  
 Q5.0/5.1 Twitter: Yes.  
           Classmates: Yes.  
           Digg: No.  
           Bebo: Yes.  
           Gather: No.  
           Helium: No.  
           Goodreads: No.  
           Broadmore: No.  
 Q6.0 [Accessed internet in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to access internet in next month]  
 Q6.1 Yes.  
 Q7.0 [Accessed social networking site in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to access social networking site in next month]  
 Q7.1 Yes.

RESPID 016311  
 Q2.0 18 to 34  
 Q3.0 Male  
 Q4.0 [Social networking marks]  
 Q4.0 Um, I don't use any of them. I only use the email account.  
 Q4.1 [Other social networking marks]  
 Q4.1 None.  
 Q5.0/5.1 Facebook: Yes.  
 Twitter: Yes.  
 Classmates: No.  
 Digg: No.  
 Bebo: No.  
 Gather: No.  
 Helium: No.  
 Goodreads: No.  
 Broadmore: No.  
 Q6.0 [Accessed internet in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to access internet in next month]  
 Q6.1 Yes.  
 Q7.0 [Accessed social networking site in past month]  
 Q7.0 No.  
 Q7.1 [Likely to access social networking site in next month]  
 Q7.1 No.

RESPID 016340  
 Q2.0 50 or above  
 Q3.0 Male  
 Q4.0 [Social networking marks]  
 Q4.0 Um, I'll pass on that one.  
 Q4.1 [Other social networking marks]  
 Q4.1 No.  
 Q5.0/5.1 Facebook: Yes.  
 Twitter: Yes.  
 Classmates: No.  
 Digg: No.  
 Bebo: No.  
 Gather: No.  
 Helium: No.  
 Goodreads: No.  
 Broadmore: No.  
 Q6.0 [Accessed internet in past month]  
 Q6.0 No.  
 Q6.1 [Likely to access internet in next month]  
 Q6.1 No.  
 Q7.0 [Accessed social networking site in past month]  
 Q7.0 No.  
 Q7.1 [Likely to access social networking site in next month]  
 Q7.1 No.

RESPID 016397  
 Q2.0 18 to 34  
 Q3.0 Male  
 Q4.0 [Social networking marks]  
 Q4.0 What do you mean? Like Google and that? Facebook.  
 Q4.1 [Other social networking marks]  
 Q4.1 Facebook.  
 Q5.0/5.1 Twitter: Yes.  
 Classmates: No.  
 Digg: No.  
 Bebo: Yes.  
 Gather: No.  
 Helium: Don't know.  
 Goodreads: No.  
 Broadmore: No.  
 Q6.0 [Accessed internet in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to access internet in next month]  
 Q6.1 Yes.  
 Q7.0 [Accessed social networking site in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to access social networking site in next month]  
 Q7.1 Yes.

RESPID 016458  
 Q2.0 50 or above  
 Q3.0 Male  
 Q4.0 [Social networking marks]  
 Q4.0 Facebook is number one. LinkedIn, yes, is number two. I said there is others but I can't think of them right now.  
 Q4.1 [Other social networking marks]  
 Q4.1 I can't think of any others.  
 Q5.0/5.1 Twitter: Yes.  
 Classmates: Yes.  
 Digg: No.  
 Bebo: No.  
 Gather: No.  
 Helium: No.  
 Goodreads: No.  
 Broadmore: No.  
 Q6.0 [Accessed internet in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to access internet in next month]  
 Q6.1 Yes.  
 Q7.0 [Accessed social networking site in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to access social networking site in next month]  
 Q7.1 Yes.



RESPID 016518  
Q2.0 35 to 49  
Q3.0 Female  
Q4.0 [Social networking marks]  
Q4.0 Facebook.  
Q4.1 [Other social networking marks]  
Q4.1 Yahoo.  
Q5.0/5.1 Twitter: Yes.  
Classmates: No.  
Digg: Yes.  
Bebo: No.  
Gather: No.  
Helium: No.  
Goodreads: No.  
Broadmore: No.  
Q6.0 [Accessed internet in past month]  
Q6.0 Yes.  
Q6.1 [Likely to access internet in next month]  
Q6.1 Yes.  
Q7.0 [Accessed social networking site in past month]  
Q7.0 No.  
Q7.1 [Likely to access social networking site in next month]  
Q7.1 No.

RESPID 016696  
Q2.0 18 to 34  
Q3.0 Female  
Q4.0 [Social networking marks]  
Q4.0 Facebook, Myspace and Twitter, no.  
Q4.1 [Other social networking marks]  
Q4.1 None.  
Q5.0/5.1 Classmates: Yes.  
Digg: No.  
Bebo: Yes.  
Gather: No.  
Helium: No.  
Goodreads: No.  
Broadmore: No.  
Q6.0 [Accessed internet in past month]  
Q6.0 Yes.  
Q6.1 [Likely to access internet in next month]  
Q6.1 Yes.  
Q7.0 [Accessed social networking site in past month]  
Q7.0 Yes.  
Q7.1 [Likely to access social networking site in next month]  
Q7.1 Yes.

RESPID 016711  
Q2.0 35 to 49  
Q3.0 Male  
Q4.0 [Social networking marks]  
Q4.0 Don't know.  
Q4.1 [Other social networking marks]  
Q4.1 None.  
Q5.0/5.1 Facebook: Yes.  
Twitter: Yes.  
Classmates: No.  
Digg: No.  
Bebo: No.  
Gather: No.  
Helium: No.  
Goodreads: No.  
Broadmore: No.  
Q6.0 [Accessed internet in past month]  
Q6.0 Yes.  
Q6.1 [Likely to access internet in next month]  
Q6.1 Yes.  
Q7.0 [Accessed social networking site in past month]  
Q7.0 No.  
Q7.1 [Likely to access social networking site in next month]  
Q7.1 No.

RESPID 016723  
Q2.0 18 to 34  
Q3.0 Female  
Q4.0 [Social networking marks]  
Q4.0 Um, Facebook, Twitter and Myspace.  
Q4.1 [Other social networking marks]  
Q4.1 I think that is it, because I don't use them.  
Q5.0/5.1 Classmates: No.  
Digg: No.  
Bebo: No.  
Gather: No.  
Helium: No.  
Goodreads: No.  
Broadmore: No.  
Q6.0 [Accessed internet in past month]  
Q6.0 Yes.  
Q6.1 [Likely to access internet in next month]  
Q6.1 Yes.  
Q7.0 [Accessed social networking site in past month]  
Q7.0 No.  
Q7.1 [Likely to access social networking site in next month]  
Q7.1 No.

RESPID 016730  
 Q2.0 50 or above  
 Q3.0 Male  
 Q4.0 [Social networking marks]  
 Q4.0 [None/Don't know.]  
 Q5.0/5.1 Facebook: Yes.  
 Twitter: Yes.  
 Classmates: Yes.  
 Digg: No.  
 Bebo: Yes.  
 Gather: No.  
 Helium: No.  
 Goodreads: No.  
 Broadmore: No.  
 Q6.0 [Accessed internet in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to access internet in next month]  
 Q6.1 Yes.  
 Q7.0 [Accessed social networking site in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to access social networking site in next month]  
 Q7.1 Yes.

RESPID 017018  
 Q2.0 13 to 17  
 Q3.0 Female  
 Q4.0 [Social networking marks]  
 Q4.0 [None/Don't know.]  
 Q5.0/5.1 Facebook: Yes.  
 Twitter: Yes.  
 Classmates: Yes.  
 Digg: No.  
 Bebo: No.  
 Gather: No.  
 Helium: No.  
 Goodreads: No.  
 Broadmore: No.  
 Q6.0 [Accessed internet in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to access internet in next month]  
 Q6.1 Yes.  
 Q7.0 [Accessed social networking site in past month]  
 Q7.0 No.  
 Q7.1 [Likely to access social networking site in next month]  
 Q7.1 Yes.

RESPID 017062  
 Q2.0 18 to 34  
 Q3.0 Female  
 Q4.0 [Social networking marks]  
 Q4.0 All or just that I use. Ah, Twitter, Facebook, Myspace, ah, Friendster. Ah, Instagram, it's a photo sharing, um, social networking site that's used through Twitter. What else.  
 Q4.1 [Other social networking marks]  
 Q4.1 Um, trying to think off the top of my head here. Ah, the one that's on iTunes, it's called Ping. That's on, those are all the big ones that I can think of.  
 Q5.0/5.1 Classmates: Yes.  
           Digg: Yes.  
           Bebo: No.  
           Gather: No.  
           Helium: Yes.  
           Goodreads: No.  
           Broadmore: No.  
 Q6.0 [Accessed internet in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to access internet in next month]  
 Q6.1 Yes.  
 Q7.0 [Accessed social networking site in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to access social networking site in next month]  
 Q7.1 Yes.

RESPID 017106  
 Q2.0 18 to 34  
 Q3.0 Male  
 Q4.0 [Social networking marks]  
 Q4.0 Ah, Facebook, Myspace and Twitter.  
 Q4.1 [Other social networking marks]  
 Q4.1 Ah, I can't think of any others right now.  
 Q5.0/5.1 Classmates: Yes.  
           Digg: No.  
           Bebo: No.  
           Gather: No.  
           Helium: No.  
           Goodreads: No.  
           Broadmore: No.  
 Q6.0 [Accessed internet in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to access internet in next month]  
 Q6.1 Yes.  
 Q7.0 [Accessed social networking site in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to access social networking site in next month]  
 Q7.1 Yes.

RESPID 017314  
 Q2.0 50 or above  
 Q3.0 Male  
 Q4.0 [Social networking marks]  
 Q4.0 Ah, I don't know any.  
 Q4.1 [Other social networking marks]  
 Q4.1 Not really, I don't do the internet that much.  
 Q5.0/5.1 Facebook: Yes.  
           Twitter: Yes.  
           Classmates: No.  
           Digg: No.  
           Bebo: No.  
           Gather: No.  
           Helium: No.  
           Goodreads: No.  
           Broadmore: No.  
 Q6.0 [Accessed internet in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to access internet in next month]  
 Q6.1 Yes.  
 Q7.0 [Accessed social networking site in past month]  
 Q7.0 No.  
 Q7.1 [Likely to access social networking site in next month]  
 Q7.1 No.

RESPID 017349  
 Q2.0 18 to 34  
 Q3.0 Female  
 Q4.0 [Social networking marks]  
 Q4.0 Um, Facebook.  
 Q4.1 [Other social networking marks]  
 Q4.1 Mm, that's it.  
 Q5.0/5.1 Twitter: Yes.  
           Classmates: Yes.  
           Digg: No.  
           Bebo: No.  
           Gather: No.  
           Helium: No.  
           Goodreads: No.  
           Broadmore: No.  
 Q6.0 [Accessed internet in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to access internet in next month]  
 Q6.1 Yes.  
 Q7.0 [Accessed social networking site in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to access social networking site in next month]  
 Q7.1 Yes.

RESPID 017380  
 Q2.0 18 to 34  
 Q3.0 Male  
 Q4.0 [Social networking marks]  
 Q4.0 Um, Facebook.  
 Q4.1 [Other social networking marks]  
 Q4.1 I think that's about it.  
 Q5.0/5.1 Twitter: Yes.  
 Classmates: No.  
 Digg: No.  
 Bebo: No.  
 Gather: No.  
 Helium: No.  
 Goodreads: No.  
 Broadmore: No.  
 Q6.0 [Accessed internet in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to access internet in next month]  
 Q6.1 Yes.  
 Q7.0 [Accessed social networking site in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to access social networking site in next month]  
 Q7.1 Yes.

RESPID 017447  
 Q2.0 35 to 49  
 Q3.0 Male  
 Q4.0 [Social networking marks]  
 Q4.0 [None/Don't know.]  
 Q5.0/5.1 Facebook: Yes.  
 Twitter: Yes.  
 Classmates: No.  
 Digg: No.  
 Bebo: No.  
 Gather: No.  
 Helium: No.  
 Goodreads: No.  
 Broadmore: No.  
 Q6.0 [Accessed internet in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to access internet in next month]  
 Q6.1 Yes.  
 Q7.0 [Accessed social networking site in past month]  
 Q7.0 No.  
 Q7.1 [Likely to access social networking site in next month]  
 Q7.1 No.

RESPID 017472  
Q2.0 18 to 34  
Q3.0 Female  
Q4.0 [Social networking marks]  
Q4.0 [None/Don't know.]  
Q5.0/5.1 Facebook: Yes.  
Twitter: Yes.  
Classmates: Yes.  
Digg: No.  
Bebo: Yes.  
Gather: No.  
Helium: No.  
Goodreads: Yes.  
Broadmore: No.  
Q6.0 [Accessed internet in past month]  
Q6.0 No.  
Q6.1 [Likely to access internet in next month]  
Q6.1 Don't know.  
Q7.0 [Accessed social networking site in past month]  
Q7.0 No.  
Q7.1 [Likely to access social networking site in next month]  
Q7.1 Don't know.

RESPID 017484  
Q2.0 18 to 34  
Q3.0 Male  
Q4.0 [Social networking marks]  
Q4.0 Um, let's see, I don't know.  
Q4.1 [Other social networking marks]  
Q4.1 I really don't know.  
Q5.0/5.1 Facebook: Yes.  
Twitter: Yes.  
Classmates: No.  
Digg: No.  
Bebo: No.  
Gather: No.  
Helium: No.  
Goodreads: No.  
Broadmore: No.  
Q6.0 [Accessed internet in past month]  
Q6.0 Yes.  
Q6.1 [Likely to access internet in next month]  
Q6.1 Yes.  
Q7.0 [Accessed social networking site in past month]  
Q7.0 No.  
Q7.1 [Likely to access social networking site in next month]  
Q7.1 No.

RESPID 017507  
Q2.0 18 to 34  
Q3.0 Female  
Q4.0 [Social networking marks]  
Q4.0 [None/Don't know.]  
Q5.0/5.1 Facebook: Yes.  
Twitter: Yes.  
Classmates: No.  
Digg: No.  
Bebo: Yes.  
Gather: No.  
Helium: No.  
Goodreads: Yes.  
Broadmore: No.  
Q6.0 [Accessed internet in past month]  
Q6.0 No.  
Q6.1 [Likely to access internet in next month]  
Q6.1 Yes.  
Q7.0 [Accessed social networking site in past month]  
Q7.0 No.  
Q7.1 [Likely to access social networking site in next month]  
Q7.1 Yes.

RESPID 017523  
Q2.0 35 to 49  
Q3.0 Female  
Q4.0 [Social networking marks]  
Q4.0 Uh, Facebook.  
Q4.1 [Other social networking marks]  
Q4.1 Um, let's see. um, Myspace. I can't think of any others.  
Q5.0/5.1 Twitter: Yes.  
Classmates: Yes.  
Digg: No.  
Bebo: Yes.  
Gather: No.  
Helium: No.  
Goodreads: No.  
Broadmore: No.  
Q6.0 [Accessed internet in past month]  
Q6.0 Yes.  
Q6.1 [Likely to access internet in next month]  
Q6.1 Yes.  
Q7.0 [Accessed social networking site in past month]  
Q7.0 No.  
Q7.1 [Likely to access social networking site in next month]  
Q7.1 Yes.



RESPID 017524  
Q2.0 13 to 17  
Q3.0 Female  
Q4.0 [Social networking marks]  
Q4.0 Um, Facebook and AIM.  
Q4.1 [Other social networking marks]  
Q4.1 Um, Myspace.  
Q5.0/5.1 Twitter: Yes.  
Classmates: No.  
Digg: No.  
Bebo: No.  
Gather: No.  
Helium: No.  
Goodreads: No.  
Broadmore: No.  
Q6.0 [Accessed internet in past month]  
Q6.0 Yes.  
Q6.1 [Likely to access internet in next month]  
Q6.1 Yes.  
Q7.0 [Accessed social networking site in past month]  
Q7.0 No.  
Q7.1 [Likely to access social networking site in next month]  
Q7.1 No.

RESPID 017605  
Q2.0 18 to 34  
Q3.0 Female  
Q4.0 [Social networking marks]  
Q4.0 Facebook and Myspace.  
Q4.1 [Other social networking marks]  
Q4.1 Yahoo.  
Q5.0/5.1 Twitter: Yes.  
Classmates: Yes.  
Digg: No.  
Bebo: No.  
Gather: No.  
Helium: No.  
Goodreads: No.  
Broadmore: No.  
Q6.0 [Accessed internet in past month]  
Q6.0 Yes.  
Q6.1 [Likely to access internet in next month]  
Q6.1 Don't know.  
Q7.0 [Accessed social networking site in past month]  
Q7.0 Yes.  
Q7.1 [Likely to access social networking site in next month]  
Q7.1 Don't know.

RESPID 017711  
Q2.0 50 or above  
Q3.0 Male  
Q4.0 [Social networking marks]  
Q4.0 [None/Don't know.]  
Q5.0/5.1 Facebook: Yes.  
Twitter: Yes.  
Classmates: No.  
Digg: No.  
Bebo: No.  
Gather: No.  
Helium: No.  
Goodreads: No.  
Broadmore: No.  
Q6.0 [Accessed internet in past month]  
Q6.0 No.  
Q6.1 [Likely to access internet in next month]  
Q6.1 No.  
Q7.0 [Accessed social networking site in past month]  
Q7.0 No.  
Q7.1 [Likely to access social networking site in next month]  
Q7.1 No.

RESPID 017737  
Q2.0 50 or above  
Q3.0 Male  
Q4.0 [Social networking marks]  
Q4.0 [None/Don't know.]  
Q5.0/5.1 Facebook: Yes.  
Twitter: Yes.  
Classmates: No.  
Digg: No.  
Bebo: No.  
Gather: No.  
Helium: No.  
Goodreads: No.  
Broadmore: No.  
Q6.0 [Accessed internet in past month]  
Q6.0 No.  
Q6.1 [Likely to access internet in next month]  
Q6.1 Yes.  
Q7.0 [Accessed social networking site in past month]  
Q7.0 No.  
Q7.1 [Likely to access social networking site in next month]  
Q7.1 Yes.

RESPID 017767  
Q2.0 50 or above  
Q3.0 Male  
Q4.0 [Social networking marks]  
Q4.0 [None/Don't know.]  
Q5.0/5.1 Facebook: Yes.  
Twitter: Yes.  
Classmates: Yes.  
Digg: Yes.  
Bebo: Yes.  
Gather: No.  
Helium: No.  
Goodreads: No.  
Broadmore: No.  
Q6.0 [Accessed internet in past month]  
Q6.0 Yes.  
Q6.1 [Likely to access internet in next month]  
Q6.1 Yes.  
Q7.0 [Accessed social networking site in past month]  
Q7.0 No.  
Q7.1 [Likely to access social networking site in next month]  
Q7.1 Don't know.

RESPID 017823  
Q2.0 35 to 49  
Q3.0 Female  
Q4.0 [Social networking marks]  
Q4.0 [None/Don't know.]  
Q5.0/5.1 Facebook: No.  
Twitter: No.  
Classmates: No.  
Digg: No.  
Bebo: No.  
Gather: No.  
Helium: No.  
Goodreads: No.  
Broadmore: No.  
Q6.0 [Accessed internet in past month]  
Q6.0 No.  
Q6.1 [Likely to access internet in next month]  
Q6.1 No.  
Q7.0 [Accessed social networking site in past month]  
Q7.0 No.  
Q7.1 [Likely to access social networking site in next month]  
Q7.1 No.

RESPID 018025  
 Q2.0 35 to 49  
 Q3.0 Female  
 Q4.0 [Social networking marks]  
 Q4.0 [None/Don't know.]  
 Q5.0/5.1 Facebook: Yes.  
 Twitter: Yes.  
 Classmates: No.  
 Digg: No.  
 Bebo: No.  
 Gather: No.  
 Helium: No.  
 Goodreads: No.  
 Broadmore: No.  
 Q6.0 [Accessed internet in past month]  
 Q6.0 No.  
 Q6.1 [Likely to access internet in next month]  
 Q6.1 Don't know.  
 Q7.0 [Accessed social networking site in past month]  
 Q7.0 No.  
 Q7.1 [Likely to access social networking site in next month]  
 Q7.1 Don't know.

RESPID 018051  
 Q2.0 50 or above  
 Q3.0 Female  
 Q4.0 [Social networking marks]  
 Q4.0 [None/Don't know.]  
 Q5.0/5.1 Facebook: Yes.  
 Twitter: Yes.  
 Classmates: No.  
 Digg: No.  
 Bebo: No.  
 Gather: No.  
 Helium: No.  
 Goodreads: No.  
 Broadmore: No.  
 Q6.0 [Accessed internet in past month]  
 Q6.0 No.  
 Q6.1 [Likely to access internet in next month]  
 Q6.1 No.  
 Q7.0 [Accessed social networking site in past month]  
 Q7.0 No.  
 Q7.1 [Likely to access social networking site in next month]  
 Q7.1 No.

RESPID 018151  
Q2.0 18 to 34  
Q3.0 Male  
Q4.0 [Social networking marks]  
Q4.0 Facebook.  
Q4.1 [Other social networking marks]  
Q4.1 Myspace, I think. That's about it.  
Q5.0/5.1 Twitter: Yes.  
Classmates: No.  
Digg: No.  
Bebo: No.  
Gather: No.  
Helium: No.  
Goodreads: No.  
Broadmore: No.  
Q6.0 [Accessed internet in past month]  
Q6.0 Yes.  
Q6.1 [Likely to access internet in next month]  
Q6.1 Yes.  
Q7.0 [Accessed social networking site in past month]  
Q7.0 Yes.  
Q7.1 [Likely to access social networking site in next month]  
Q7.1 Yes.

RESPID 018377  
Q2.0 18 to 34  
Q3.0 Female  
Q4.0 [Social networking marks]  
Q4.0 Myspace, Facebook, Yahoo. Um, hi5, Twitter.  
Q4.1 [Other social networking marks]  
Q4.1 Any others? Um, I can't think of any others.  
Q5.0/5.1 Classmates: Yes.  
Digg: No.  
Bebo: No.  
Gather: No.  
Helium: Yes.  
Goodreads: No.  
Broadmore: No.  
Q6.0 [Accessed internet in past month]  
Q6.0 Yes.  
Q6.1 [Likely to access internet in next month]  
Q6.1 Yes.  
Q7.0 [Accessed social networking site in past month]  
Q7.0 Yes.  
Q7.1 [Likely to access social networking site in next month]  
Q7.1 Yes.

RESPID 018648  
Q2.0 18 to 34  
Q3.0 Male  
Q4.0 [Social networking marks]  
Q4.0 Myspace and Facebook are the only two that I know of.  
Q4.1 [Other social networking marks]  
Q4.1 Um, I can't think of any.  
Q5.0/5.1 Twitter: Yes.  
Classmates: No.  
Digg: No.  
Bebo: No.  
Gather: No.  
Helium: No.  
Goodreads: No.  
Broadmore: No.  
Q6.0 [Accessed internet in past month]  
Q6.0 Yes.  
Q6.1 [Likely to access internet in next month]  
Q6.1 Yes.  
Q7.0 [Accessed social networking site in past month]  
Q7.0 No.  
Q7.1 [Likely to access social networking site in next month]  
Q7.1 No.

RESPID 018691  
Q2.0 35 to 49  
Q3.0 Female  
Q4.0 [Social networking marks]  
Q4.0 Facebook, Myspace and Twitter.  
Q4.1 [Other social networking marks]  
Q4.1 Uh, none.  
Q5.0/5.1 Classmates: Yes.  
Digg: No.  
Bebo: Yes.  
Gather: No.  
Helium: No.  
Goodreads: No.  
Broadmore: No.  
Q6.0 [Accessed internet in past month]  
Q6.0 Yes.  
Q6.1 [Likely to access internet in next month]  
Q6.1 Yes.  
Q7.0 [Accessed social networking site in past month]  
Q7.0 Yes.  
Q7.1 [Likely to access social networking site in next month]  
Q7.1 Yes.

RESPID 018796  
 Q2.0 50 or above  
 Q3.0 Female  
 Q4.0 [Social networking marks]  
 Q4.0 The only one that I use is Facebook.  
 Q4.1 [Other social networking marks]  
 Q4.1 Twitter.  
 Q5.0/5.1 Classmates: Yes.  
           Digg: No.  
           Bebo: No.  
           Gather: No.  
           Helium: No.  
           Goodreads: No.  
           Broadmore: No.  
 Q6.0 [Accessed internet in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to access internet in next month]  
 Q6.1 Yes.  
 Q7.0 [Accessed social networking site in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to access social networking site in next month]  
 Q7.1 Yes.

RESPID 018875  
 Q2.0 18 to 34  
 Q3.0 Male  
 Q4.0 [Social networking marks]  
 Q4.0 [None/Don't know.]  
 Q5.0/5.1 Facebook: Yes.  
           Twitter: Yes.  
           Classmates: No.  
           Digg: No.  
           Bebo: No.  
           Gather: No.  
           Helium: No.  
           Goodreads: No.  
           Broadmore: No.  
 Q6.0 [Accessed internet in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to access internet in next month]  
 Q6.1 Yes.  
 Q7.0 [Accessed social networking site in past month]  
 Q7.0 No.  
 Q7.1 [Likely to access social networking site in next month]  
 Q7.1 No.

RESPID 019155  
Q2.0 13 to 17  
Q3.0 Male  
Q4.0 [Social networking marks]  
Q4.0 Facebook, Myspace and Twitter.  
Q4.1 [Other social networking marks]  
Q4.1 None.  
Q5.0/5.1 Classmates: No.  
Digg: No.  
Bebo: No.  
Gather: No.  
Helium: No.  
Goodreads: No.  
Broadmore: No.  
Q6.0 [Accessed internet in past month]  
Q6.0 Yes.  
Q6.1 [Likely to access internet in next month]  
Q6.1 Yes.  
Q7.0 [Accessed social networking site in past month]  
Q7.0 No.  
Q7.1 [Likely to access social networking site in next month]  
Q7.1 No.

RESPID 019159  
Q2.0 35 to 49  
Q3.0 Male  
Q4.0 [Social networking marks]  
Q4.0 Facebook, Twitter, Myspace and I think that's about it. I'm sure that there are others but I can't think of any others.  
Q4.1 [Other social networking marks]  
Q4.1 I, I have no idea. I just do Facebook. I don't do any of the other ones.  
Q5.0/5.1 Classmates: Yes.  
Digg: No.  
Bebo: No.  
Gather: No.  
Helium: No.  
Goodreads: No.  
Broadmore: No.  
Q6.0 [Accessed internet in past month]  
Q6.0 Yes.  
Q6.1 [Likely to access internet in next month]  
Q6.1 Yes.  
Q7.0 [Accessed social networking site in past month]  
Q7.0 Yes.  
Q7.1 [Likely to access social networking site in next month]  
Q7.1 Yes.



RESPID 019166  
 Q2.0 50 or above  
 Q3.0 Female  
 Q4.0 [Social networking marks]  
 Q4.0 [None/Don't know.]  
 Q5.0/5.1 Facebook: Yes.  
 Twitter: Yes.  
 Classmates: No.  
 Digg: No.  
 Bebo: No.  
 Gather: No.  
 Helium: No.  
 Goodreads: No.  
 Broadmore: No.  
 Q6.0 [Accessed internet in past month]  
 Q6.0 No.  
 Q6.1 [Likely to access internet in next month]  
 Q6.1 No.  
 Q7.0 [Accessed social networking site in past month]  
 Q7.0 No.  
 Q7.1 [Likely to access social networking site in next month]  
 Q7.1 No.

RESPID 019224  
 Q2.0 50 or above  
 Q3.0 Male  
 Q4.0 [Social networking marks]  
 Q4.0 [None/Don't know.]  
 Q5.0/5.1 Facebook: Yes.  
 Twitter: Yes.  
 Classmates: Yes.  
 Digg: Yes.  
 Bebo: Yes.  
 Gather: Yes.  
 Helium: Yes.  
 Goodreads: No.  
 Broadmore: Yes.  
 Q6.0 [Accessed internet in past month]  
 Q6.0 No.  
 Q6.1 [Likely to access internet in next month]  
 Q6.1 Yes.  
 Q7.0 [Accessed social networking site in past month]  
 Q7.0 No.  
 Q7.1 [Likely to access social networking site in next month]  
 Q7.1 No.

RESPID 019241  
Q2.0 18 to 34  
Q3.0 Male  
Q4.0 [Social networking marks]  
Q4.0 Uh, I guess Twitter, and Facebook.  
Q4.1 [Other social networking marks]  
Q4.1 None.  
Q5.0/5.1 Classmates: Don't know.  
Digg: No.  
Bebo: No.  
Gather: No.  
Helium: No.  
Goodreads: No.  
Broadmore: No.  
Q6.0 [Accessed internet in past month]  
Q6.0 Yes.  
Q6.1 [Likely to access internet in next month]  
Q6.1 Yes.  
Q7.0 [Accessed social networking site in past month]  
Q7.0 No.  
Q7.1 [Likely to access social networking site in next month]  
Q7.1 No.

RESPID 019316  
Q2.0 18 to 34  
Q3.0 Male  
Q4.0 [Social networking marks]  
Q4.0 Facebook.  
Q4.1 [Other social networking marks]  
Q4.1 That's it.  
Q5.0/5.1 Twitter: Yes.  
Classmates: No.  
Digg: No.  
Bebo: No.  
Gather: No.  
Helium: No.  
Goodreads: No.  
Broadmore: No.  
Q6.0 [Accessed internet in past month]  
Q6.0 Yes.  
Q6.1 [Likely to access internet in next month]  
Q6.1 Yes.  
Q7.0 [Accessed social networking site in past month]  
Q7.0 No.  
Q7.1 [Likely to access social networking site in next month]  
Q7.1 No.

RESPID 019369  
 Q2.0 13 to 17  
 Q3.0 Female  
 Q4.0 [Social networking marks]  
 Q4.0 Facebook, Myspace, Twitter, and Blogspot.  
 Q4.1 [Other social networking marks]  
 Q4.1 That's all.  
 Q5.0/5.1 Classmates: No.  
           Digg: No.  
           Bebo: No.  
           Gather: No.  
           Helium: No.  
           Goodreads: No.  
           Broadmore: No.  
 Q6.0 [Accessed internet in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to access internet in next month]  
 Q6.1 Yes.  
 Q7.0 [Accessed social networking site in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to access social networking site in next month]  
 Q7.1 Yes.

RESPID 019377  
 Q2.0 18 to 34  
 Q3.0 Male  
 Q4.0 [Social networking marks]  
 Q4.0 Facebook, Twitter, Cyworld, and, ah, Myspace.  
 Q4.1 [Other social networking marks]  
 Q4.1 Um, that's basically it.  
 Q5.0/5.1 Classmates: No.  
           Digg: Yes.  
           Bebo: No.  
           Gather: No.  
           Helium: No.  
           Goodreads: No.  
           Broadmore: No.  
 Q6.0 [Accessed internet in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to access internet in next month]  
 Q6.1 Yes.  
 Q7.0 [Accessed social networking site in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to access social networking site in next month]  
 Q7.1 Yes.

RESPID 019463  
 Q2.0 35 to 49  
 Q3.0 Female  
 Q4.0 [Social networking marks]  
 Q4.0 Facebook, that's about the only one.  
 Q4.1 [Other social networking marks]  
 Q4.1 None.  
 Q5.0/5.1 Twitter: Yes.  
 Classmates: Yes.  
 Digg: No.  
 Bebo: No.  
 Gather: No.  
 Helium: No.  
 Goodreads: No.  
 Broadmore: No.  
 Q6.0 [Accessed internet in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to access internet in next month]  
 Q6.1 Yes.  
 Q7.0 [Accessed social networking site in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to access social networking site in next month]  
 Q7.1 Yes.

RESPID 019531  
 Q2.0 18 to 34  
 Q3.0 Male  
 Q4.0 [Social networking marks]  
 Q4.0 I don't know, Facebook, Myspace, those are the only ones I know.  
 Q4.1 [Other social networking marks]  
 Q4.1 Ah, that's all I can think of. Unless Skype is considered one of them.  
 Q5.0/5.1 Twitter: Yes.  
 Classmates: No.  
 Digg: No.  
 Bebo: No.  
 Gather: No.  
 Helium: No.  
 Goodreads: No.  
 Broadmore: No.  
 Q6.0 [Accessed internet in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to access internet in next month]  
 Q6.1 Yes.  
 Q7.0 [Accessed social networking site in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to access social networking site in next month]  
 Q7.1 Yes.

RESPID 019599  
 Q2.0 18 to 34  
 Q3.0 Female  
 Q4.0 [Social networking marks]  
 Q4.0 Facebook and Myspace and Twitter. I don't really play with that stuff much.  
 Q4.1 [Other social networking marks]  
 Q4.1 Um, I don't have any other ones.  
 Q5.0/5.1 Classmates: Yes.  
           Digg: No.  
           Bebo: No.  
           Gather: No.  
           Helium: No.  
           Goodreads: No.  
           Broadmore: No.  
 Q6.0 [Accessed internet in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to access internet in next month]  
 Q6.1 Yes.  
 Q7.0 [Accessed social networking site in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to access social networking site in next month]  
 Q7.1 Yes.

RESPID 019686  
 Q2.0 18 to 34  
 Q3.0 Male  
 Q4.0 [Social networking marks]  
 Q4.0 [None/Don't know.]  
 Q5.0/5.1 Facebook: Yes.  
           Twitter: Yes.  
           Classmates: No.  
           Digg: No.  
           Bebo: No.  
           Gather: No.  
           Helium: No.  
           Goodreads: No.  
           Broadmore: No.  
 Q6.0 [Accessed internet in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to access internet in next month]  
 Q6.1 Yes.  
 Q7.0 [Accessed social networking site in past month]  
 Q7.0 No.  
 Q7.1 [Likely to access social networking site in next month]  
 Q7.1 No.

RESPID 019687  
 Q2.0 35 to 49  
 Q3.0 Male  
 Q4.0 [Social networking marks]  
 Q4.0 Twitter, Facebook and Myspace.  
 Q4.1 [Other social networking marks]  
 Q4.1 Well, I guess that's all I can think of right off the top of my head.  
 Q5.0/5.1 Classmates: Yes.  
           Digg: Yes.  
           Bebo: No.  
           Gather: No.  
           Helium: No.  
           Goodreads: No.  
           Broadmore: No.  
 Q6.0 [Accessed internet in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to access internet in next month]  
 Q6.1 Yes.  
 Q7.0 [Accessed social networking site in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to access social networking site in next month]  
 Q7.1 Yes.

RESPID 019692  
 Q2.0 18 to 34  
 Q3.0 Female  
 Q4.0 [Social networking marks]  
 Q4.0 Ah, Facebook, Myspace, Twitter and that's all I can think of.  
 Q4.1 [Other social networking marks]  
 Q4.1 Um, those are all I get on.  
 Q5.0/5.1 Classmates: No.  
           Digg: No.  
           Bebo: No.  
           Gather: No.  
           Helium: No.  
           Goodreads: No.  
           Broadmore: No.  
 Q6.0 [Accessed internet in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to access internet in next month]  
 Q6.1 Yes.  
 Q7.0 [Accessed social networking site in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to access social networking site in next month]  
 Q7.1 Yes.

RESPID 019708  
 Q2.0 18 to 34  
 Q3.0 Female  
 Q4.0 [Social networking marks]  
 Q4.0 Facebook, and Twitter, and Myspace. That will work.  
 Q4.1 [Other social networking marks]  
 Q4.1 No let's go to the next question.  
 Q5.0/5.1 Classmates: Yes.  
           Digg: No.  
           Bebo: No.  
           Gather: No.  
           Helium: No.  
           Goodreads: No.  
           Broadmore: No.  
 Q6.0 [Accessed internet in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to access internet in next month]  
 Q6.1 Yes.  
 Q7.0 [Accessed social networking site in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to access social networking site in next month]  
 Q7.1 Yes.

RESPID 019735  
 Q2.0 18 to 34  
 Q3.0 Female  
 Q4.0 [Social networking marks]  
 Q4.0 Like there is Twitter and Facebook.  
 Q4.1 [Other social networking marks]  
 Q4.1 Um, I don't really know. I don't have a computer so.  
 Q5.0/5.1 Classmates: Yes.  
           Digg: No.  
           Bebo: No.  
           Gather: No.  
           Helium: No.  
           Goodreads: No.  
           Broadmore: No.  
 Q6.0 [Accessed internet in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to access internet in next month]  
 Q6.1 Yes.  
 Q7.0 [Accessed social networking site in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to access social networking site in next month]  
 Q7.1 Yes.

RESPID 019738  
Q2.0 18 to 34  
Q3.0 Female  
Q4.0 [Social networking marks]  
Q4.0 Myspace, Twitter, and I don't get on the internet a lot.  
Q4.1 [Other social networking marks]  
Q4.1 Like I said I don't know. I don't Facebook, I guess and that's it.  
Q5.0/5.1 Classmates: No.  
Digg: No.  
Bebo: Yes.  
Gather: No.  
Helium: No.  
Goodreads: No.  
Broadmore: No.  
Q6.0 [Accessed internet in past month]  
Q6.0 Yes.  
Q6.1 [Likely to access internet in next month]  
Q6.1 Yes.  
Q7.0 [Accessed social networking site in past month]  
Q7.0 No.  
Q7.1 [Likely to access social networking site in next month]  
Q7.1 Yes.

RESPID 019740  
Q2.0 35 to 49  
Q3.0 Female  
Q4.0 [Social networking marks]  
Q4.0 The only thing that I can think of because I only use my email is Twitter and Facebook.  
Q4.1 [Other social networking marks]  
Q4.1 Um, Myspace.  
Q5.0/5.1 Classmates: No.  
Digg: No.  
Bebo: No.  
Gather: No.  
Helium: No.  
Goodreads: No.  
Broadmore: No.  
Q6.0 [Accessed internet in past month]  
Q6.0 Yes.  
Q6.1 [Likely to access internet in next month]  
Q6.1 Yes.  
Q7.0 [Accessed social networking site in past month]  
Q7.0 No.  
Q7.1 [Likely to access social networking site in next month]  
Q7.1 No.



RESPID 019758  
Q2.0 18 to 34  
Q3.0 Male  
Q4.0 [Social networking marks]  
Q4.0 Facebook and that's it.  
Q4.1 [Other social networking marks]  
Q4.1 That's all I know really.  
Q5.0/5.1 Twitter: Yes.  
Classmates: No.  
Digg: No.  
Bebo: No.  
Gather: No.  
Helium: No.  
Goodreads: No.  
Broadmore: No.  
Q6.0 [Accessed internet in past month]  
Q6.0 Yes.  
Q6.1 [Likely to access internet in next month]  
Q6.1 Yes.  
Q7.0 [Accessed social networking site in past month]  
Q7.0 Yes.  
Q7.1 [Likely to access social networking site in next month]  
Q7.1 Yes.

RESPID 019815  
Q2.0 35 to 49  
Q3.0 Male  
Q4.0 [Social networking marks]  
Q4.0 Ah, Facebook, Myspace, and that's about it.  
Q4.1 [Other social networking marks]  
Q4.1 Those are the only two I can think of.  
Q5.0/5.1 Classmates: Yes.  
Digg: No.  
Bebo: No.  
Gather: No.  
Helium: No.  
Goodreads: No.  
Broadmore: No.  
Q6.0 [Accessed internet in past month]  
Q6.0 Yes.  
Q6.1 [Likely to access internet in next month]  
Q6.1 Yes.  
Q7.0 [Accessed social networking site in past month]  
Q7.0 Yes.  
Q7.1 [Likely to access social networking site in next month]  
Q7.1 Yes.

RESPID 019995  
 Q2.0 18 to 34  
 Q3.0 Male  
 Q4.0 [Social networking marks]  
 Q4.0 Myspace and Facebook.  
 Q4.1 [Other social networking marks]  
 Q4.1 None.  
 Q5.0/5.1 Twitter: Yes.  
           Classmates: No.  
           Digg: No.  
           Bebo: No.  
           Gather: No.  
           Helium: No.  
           Goodreads: No.  
           Broadmore: No.  
 Q6.0 [Accessed internet in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to access internet in next month]  
 Q6.1 Yes.  
 Q7.0 [Accessed social networking site in past month]  
 Q7.0 No.  
 Q7.1 [Likely to access social networking site in next month]  
 Q7.1 No.

RESPID 020072  
 Q2.0 18 to 34  
 Q3.0 Male  
 Q4.0 [Social networking marks]  
 Q4.0 Myspace, Facebook, deviantART and Blogster.  
 Q4.1 [Other social networking marks]  
 Q4.1 Not right now.  
 Q5.0/5.1 Twitter: Yes.  
           Classmates: No.  
           Digg: No.  
           Bebo: No.  
           Gather: No.  
           Helium: No.  
           Goodreads: No.  
           Broadmore: No.  
 Q6.0 [Accessed internet in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to access internet in next month]  
 Q6.1 Yes.  
 Q7.0 [Accessed social networking site in past month]  
 Q7.0 No.  
 Q7.1 [Likely to access social networking site in next month]  
 Q7.1 No.

RESPID 020153  
 Q2.0 18 to 34  
 Q3.0 Female  
 Q4.0 [Social networking marks]  
 Q4.0 Facebook.  
 Q4.1 [Other social networking marks]  
 Q4.1 None.  
 Q5.0/5.1 Twitter: Yes.  
 Classmates: Yes.  
 Digg: No.  
 Bebo: No.  
 Gather: No.  
 Helium: No.  
 Goodreads: No.  
 Broadmore: No.  
 Q6.0 [Accessed internet in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to access internet in next month]  
 Q6.1 Yes.  
 Q7.0 [Accessed social networking site in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to access social networking site in next month]  
 Q7.1 Yes.

RESPID 020204  
 Q2.0 18 to 34  
 Q3.0 Male  
 Q4.0 [Social networking marks]  
 Q4.0 Facebook. Um, I can't, Myspace.  
 Q4.1 [Other social networking marks]  
 Q4.1 Twitter.  
 Q5.0/5.1 Classmates: No.  
 Digg: No.  
 Bebo: No.  
 Gather: No.  
 Helium: No.  
 Goodreads: No.  
 Broadmore: No.  
 Q6.0 [Accessed internet in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to access internet in next month]  
 Q6.1 Yes.  
 Q7.0 [Accessed social networking site in past month]  
 Q7.0 No.  
 Q7.1 [Likely to access social networking site in next month]  
 Q7.1 No.

RESPID 020209  
 Q2.0 35 to 49  
 Q3.0 Male  
 Q4.0 [Social networking marks]  
 Q4.0 Facebook, uh, Myspace and Twitter.  
 Q4.1 [Other social networking marks]  
 Q4.1 Uh, no.  
 Q5.0/5.1 Classmates: Yes.  
           Digg: No.  
           Bebo: No.  
           Gather: No.  
           Helium: No.  
           Goodreads: No.  
           Broadmore: No.  
 Q6.0 [Accessed internet in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to access internet in next month]  
 Q6.1 Yes.  
 Q7.0 [Accessed social networking site in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to access social networking site in next month]  
 Q7.1 Yes.

RESPID 020265  
 Q2.0 13 to 17  
 Q3.0 Female  
 Q4.0 [Social networking marks]  
 Q4.0 Facebook.  
 Q4.1 [Other social networking marks]  
 Q4.1 None.  
 Q5.0/5.1 Twitter: Yes.  
           Classmates: No.  
           Digg: No.  
           Bebo: No.  
           Gather: No.  
           Helium: No.  
           Goodreads: No.  
           Broadmore: No.  
 Q6.0 [Accessed internet in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to access internet in next month]  
 Q6.1 Yes.  
 Q7.0 [Accessed social networking site in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to access social networking site in next month]  
 Q7.1 Don't know.

RESPID 020284  
Q2.0 50 or above  
Q3.0 Male  
Q4.0 [Social networking marks]  
Q4.0 [None/Don't know.]  
Q5.0/5.1 Facebook: No.  
Twitter: Yes.  
Classmates: No.  
Digg: No.  
Bebo: No.  
Gather: No.  
Helium: No.  
Goodreads: No.  
Broadmore: No.  
Q6.0 [Accessed internet in past month]  
Q6.0 No.  
Q6.1 [Likely to access internet in next month]  
Q6.1 No.  
Q7.0 [Accessed social networking site in past month]  
Q7.0 No.  
Q7.1 [Likely to access social networking site in next month]  
Q7.1 No.

RESPID 020296  
Q2.0 18 to 34  
Q3.0 Male  
Q4.0 [Social networking marks]  
Q4.0 Facebook, Myspace and Twitter.  
Q4.1 [Other social networking marks]  
Q4.1 That's about it.  
Q5.0/5.1 Classmates: Yes.  
Digg: Yes.  
Bebo: Yes.  
Gather: No.  
Helium: No.  
Goodreads: No.  
Broadmore: No.  
Q6.0 [Accessed internet in past month]  
Q6.0 Yes.  
Q6.1 [Likely to access internet in next month]  
Q6.1 Yes.  
Q7.0 [Accessed social networking site in past month]  
Q7.0 Yes.  
Q7.1 [Likely to access social networking site in next month]  
Q7.1 Yes.

RESPID 020300  
 Q2.0 35 to 49  
 Q3.0 Male  
 Q4.0 [Social networking marks]  
 Q4.0 Facebook, Myspace, Twitter and that's it for me.  
 Q4.1 [Other social networking marks]  
 Q4.1 None.  
 Q5.0/5.1 Classmates: No.  
           Digg: No.  
           Bebo: No.  
           Gather: No.  
           Helium: No.  
           Goodreads: No.  
           Broadmore: No.  
 Q6.0 [Accessed internet in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to access internet in next month]  
 Q6.1 Yes.  
 Q7.0 [Accessed social networking site in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to access social networking site in next month]  
 Q7.1 Yes.

RESPID 020422  
 Q2.0 18 to 34  
 Q3.0 Female  
 Q4.0 [Social networking marks]  
 Q4.0 Facebook, Twitter, uh, and Myspace.  
 Q4.1 [Other social networking marks]  
 Q4.1 Uh, Tumblr.  
 Q5.0/5.1 Classmates: Yes.  
           Digg: Yes.  
           Bebo: No.  
           Gather: No.  
           Helium: No.  
           Goodreads: No.  
           Broadmore: No.  
 Q6.0 [Accessed internet in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to access internet in next month]  
 Q6.1 Yes.  
 Q7.0 [Accessed social networking site in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to access social networking site in next month]  
 Q7.1 Yes.

RESPID 020427  
Q2.0 18 to 34  
Q3.0 Female  
Q4.0 [Social networking marks]  
Q4.0 Myspace, Facebook, myYearbook and Twitter and, yes, that's all I  
can think of.  
Q4.1 [Other social networking marks]  
Q4.1 No.  
Q5.0/5.1 Classmates: Yes.  
Digg: No.  
Bebo: No.  
Gather: No.  
Helium: No.  
Goodreads: No.  
Broadmore: No.  
Q6.0 [Accessed internet in past month]  
Q6.0 Yes.  
Q6.1 [Likely to access internet in next month]  
Q6.1 Yes.  
Q7.0 [Accessed social networking site in past month]  
Q7.0 Yes.  
Q7.1 [Likely to access social networking site in next month]  
Q7.1 Yes.

RESPID 020470  
Q2.0 18 to 34  
Q3.0 Female  
Q4.0 [Social networking marks]  
Q4.0 You mean as far as Facebook and stuff I get on Facebook.  
Q4.1 [Other social networking marks]  
Q4.1 Um, other than Facebook. I don't use the rest. Myspace.  
Q5.0/5.1 Twitter: Yes.  
Classmates: Yes.  
Digg: No.  
Bebo: No.  
Gather: No.  
Helium: No.  
Goodreads: No.  
Broadmore: No.  
Q6.0 [Accessed internet in past month]  
Q6.0 Yes.  
Q6.1 [Likely to access internet in next month]  
Q6.1 Yes.  
Q7.0 [Accessed social networking site in past month]  
Q7.0 Yes.  
Q7.1 [Likely to access social networking site in next month]  
Q7.1 Yes.

RESPID 020533  
 Q2.0 50 or above  
 Q3.0 Female  
 Q4.0 [Social networking marks]  
 Q4.0 Uh, what are you all talking about, like Google and Yahoo and Bing?  
 Q4.1 [Other social networking marks]  
 Q4.1 My son gets on most of them so I don't know a lot of them.  
 Q5.0/5.1 Facebook: Yes.  
 Twitter: Yes.  
 Classmates: Yes.  
 Digg: No.  
 Bebo: No.  
 Gather: No.  
 Helium: No.  
 Goodreads: No.  
 Broadmore: No.  
 Q6.0 [Accessed internet in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to access internet in next month]  
 Q6.1 Yes.  
 Q7.0 [Accessed social networking site in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to access social networking site in next month]  
 Q7.1 Yes.

RESPID 020689  
 Q2.0 18 to 34  
 Q3.0 Female  
 Q4.0 [Social networking marks]  
 Q4.0 Myspace, Facebook, Twitter and no.  
 Q4.1 [Other social networking marks]  
 Q4.1 I can't think of anything else.  
 Q5.0/5.1 Classmates: No.  
 Digg: No.  
 Bebo: No.  
 Gather: No.  
 Helium: No.  
 Goodreads: No.  
 Broadmore: No.  
 Q6.0 [Accessed internet in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to access internet in next month]  
 Q6.1 Yes.  
 Q7.0 [Accessed social networking site in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to access social networking site in next month]  
 Q7.1 Yes.



RESPID 020736

Q2.0 18 to 34

Q3.0 Male

Q4.0 [Social networking marks]

Q4.0 Um, Facebook, Twitter, Myspace and myYearbook.

Q4.1 [Other social networking marks]

Q4.1 I don't know any.

Q5.0/5.1 Classmates: Yes.

Digg: No.

Bebo: No.

Gather: No.

Helium: No.

Goodreads: No.

Broadmore: No.

Q6.0 [Accessed internet in past month]

Q6.0 Yes.

Q6.1 [Likely to access internet in next month]

Q6.1 Yes.

Q7.0 [Accessed social networking site in past month]

Q7.0 No.

Q7.1 [Likely to access social networking site in next month]

Q7.1 No.

  

RESPID 020770

Q2.0 18 to 34

Q3.0 Male

Q4.0 [Social networking marks]

Q4.0 Off the top of my head, Myspace, Twitter and Facebook.

Q4.1 [Other social networking marks]

Q4.1 Ah, as of right now, I only use Facebook. I'm not really computer savvy.

Q5.0/5.1 Classmates: Yes.

Digg: Yes.

Bebo: No.

Gather: No.

Helium: No.

Goodreads: No.

Broadmore: No.

Q6.0 [Accessed internet in past month]

Q6.0 Yes.

Q6.1 [Likely to access internet in next month]

Q6.1 Yes.

Q7.0 [Accessed social networking site in past month]

Q7.0 Yes.

Q7.1 [Likely to access social networking site in next month]

Q7.1 No.

RESPID 020798  
Q2.0 18 to 34  
Q3.0 Female  
Q4.0 [Social networking marks]  
Q4.0 Uh, like Facebook, and Myspace.  
Q4.1 [Other social networking marks]  
Q4.1 None.  
Q5.0/5.1 Twitter: Yes.  
Classmates: No.  
Digg: No.  
Bebo: Don't know.  
Gather: No.  
Helium: No.  
Goodreads: No.  
Broadmore: No.  
Q6.0 [Accessed internet in past month]  
Q6.0 Yes.  
Q6.1 [Likely to access internet in next month]  
Q6.1 Yes.  
Q7.0 [Accessed social networking site in past month]  
Q7.0 Yes.  
Q7.1 [Likely to access social networking site in next month]  
Q7.1 Yes.

RESPID 020819  
Q2.0 18 to 34  
Q3.0 Male  
Q4.0 [Social networking marks]  
Q4.0 Ah, Facebook, Myspace and that's about it.  
Q4.1 [Other social networking marks]  
Q4.1 No, that's it.  
Q5.0/5.1 Twitter: Yes.  
Classmates: Yes.  
Digg: No.  
Bebo: No.  
Gather: No.  
Helium: No.  
Goodreads: No.  
Broadmore: No.  
Q6.0 [Accessed internet in past month]  
Q6.0 Yes.  
Q6.1 [Likely to access internet in next month]  
Q6.1 Yes.  
Q7.0 [Accessed social networking site in past month]  
Q7.0 Yes.  
Q7.1 [Likely to access social networking site in next month]  
Q7.1 Yes.

RESPID 020824  
 Q2.0 18 to 34  
 Q3.0 Male  
 Q4.0 [Social networking marks]  
 Q4.0 Um, Twitter, Facebook and Myspace.  
 Q4.1 [Other social networking marks]  
 Q4.1 That's pretty much it. Oh and Yahoo.  
 Q5.0/5.1 Classmates: Yes.

Digg: No.  
 Bebo: No.  
 Gather: No.  
 Helium: No.  
 Goodreads: No.  
 Broadmore: No.

Q6.0 [Accessed internet in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to access internet in next month]  
 Q6.1 Yes.  
 Q7.0 [Accessed social networking site in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to access social networking site in next month]  
 Q7.1 Yes.

RESPID 020840  
 Q2.0 35 to 49  
 Q3.0 Female  
 Q4.0 [Social networking marks]  
 Q4.0 I have no idea, my son does this.  
 Q4.1 [Other social networking marks]  
 Q4.1 I don't know, I know he's on Facebook and Myspace. Is that one?  
 Q5.0/5.1 Twitter: Yes.

Classmates: Yes.  
 Digg: No.  
 Bebo: Yes.  
 Gather: No.  
 Helium: No.  
 Goodreads: No.  
 Broadmore: No.

Q6.0 [Accessed internet in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to access internet in next month]  
 Q6.1 Yes.  
 Q7.0 [Accessed social networking site in past month]  
 Q7.0 No.  
 Q7.1 [Likely to access social networking site in next month]  
 Q7.1 Don't know.