ESTTA Tracking number:

ESTTA478188 06/14/2012

Filing date:

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE 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_ Appendices 2.pdf (50 pages)(1338553 bytes)

```
RESPID
          020885
Q2.0
          18 to 34
          Male
Q3.0
04.0
          [Social networking marks]
Q4.0
          [None/Don't know.]
Q5.0/5.1
          Facebook:
                        Yes.
          Twitter:
                        Yes.
          Classmates:
                       No.
          Digg:
          Bebo:
                        No.
          Gather:
                        No.
          Helium:
                        No.
          Goodreads:
                        No.
          Broadmore:
                        No.
Q6.0
          [Accessed internet in past month]
Q6.0
          Yes.
          [Likely to access internet in next month]
Q6.1
Q6.1
          Yes.
          [Accessed social networking site in past month]
Q7.0
Q7.0
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          Yes.
RESPID
          021014
Q2.0
          35 to 49
Q3.0
          Male
Q4.0
          [Social networking marks]
          Facebook, Twitter, Myspace and Skype.
Q4.0
Q4.1
          [Other social networking marks]
          None.
Q4.1
Q5.0/5.1
          Classmates: Yes.
          Digg:
                        Yes.
          Bebo:
                        Yes.
          Gather:
                        No.
          Helium:
                        No.
          Goodreads:
                        No.
          Broadmore:
                        No.
          [Accessed internet in past month]
Q6.0
Q6.0
          Yes.
          [Likely to access internet in next month]
Q6.1
Q6.1
Q7.0
          [Accessed social networking site in past month]
Q7.0
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          No.
```

```
RESPID
          021033
          18 to 34
Q2.0
Q3.0
          Female
Q4.0
          [Social networking marks]
          Facebook.
Q4.0
          [Other social networking marks]
Q4.1
Q4.1
          Twitter.
Q5.0/5.1 Classmates: No.
          Digg:
                       No.
          Bebo:
                       No.
          Gather:
                       No.
          Helium:
                       No.
          Goodreads:
          Broadmore:
                       No.
          [Accessed internet in past month]
Q6.0
06.0
          [Likely to access internet in next month]
Q6.1
Q6.1
          Yes.
          [Accessed social networking site in past month]
Q7.0
Q7.0
          Yes.
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          Yes.
RESPID
          021095
Q2.0
          18 to 34
Q3.0
          Female
          [Social networking marks]
Q4.0
          Um, Facebook, Twitter, and Myspace.
Q4.0
          [Other social networking marks]
Q4.1
          I don't know of any.
Q4.1
Q5.0/5.1
          Classmates: Yes.
          Digg:
          Bebo:
                       No.
          Gather:
                       No.
          Helium:
                       No.
          Goodreads:
                       No.
                       No.
          Broadmore:
          [Accessed internet in past month]
Q6.0
Q6.0
          [Likely to access internet in next month]
Q6.1
Q6.1
          [Accessed social networking site in past month]
Q7.0
Q7.0
          [Likely to access social networking site in next month]
07.1
Q7.1
          Yes.
```

```
RESPID
          021112
Q2.0
          18 to 34
Q3.0
          Female
Q4.0
          [Social networking marks]
Q4.0
          AOL, um, Yahoo, Gmail and Hotmail.
Q4.1
          [Other social networking marks]
Q4.1
          No.
Q5.0/5.1
          Facebook:
                        Yes.
          Twitter:
                        Yes.
          Classmates:
                       No.
          Digg:
                        No.
          Bebo:
          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
Q7.0
          [Accessed social networking site in past month]
Q7.0
Q7.1
          [Likely to access social networking site in next month]
Q7.1
          Yes.
RESPID
          021129
Q2.0
          13 to 17
Q3.0
          Female
Q4.0
          [Social networking marks]
Q4.0
          Ah, Facebook. Myspace. Ah, Orbit.
Q4.1
          [Other social networking marks]
Q4.1
          Skype, um, ah, that's pretty much it. Oh Twitter.
Q5.0/5.1 Classmates: No.
          Digg:
          Bebo:
                       No.
          Gather:
                       No.
          Helium:
                       No.
          Goodreads:
                       No.
          Broadmore:
                       No.
          [Accessed internet in past month]
Q6.0
Q6.0
Q6.1
          [Likely to access internet in next month]
Q6.1
          Yes.
Q7.0
          [Accessed social networking site in past month]
Q7.0
Q7.1
          [Likely to access social networking site in next month]
Q7.1
          Yes.
```

```
RESPID
          021200
Q2.0
          50 or above
Q3.0
          Male
Q4.0
          [Social networking marks]
          [None/Don't know.]
Q4.0
          Facebook:
Q5.0/5.1
                       Yes.
          Twitter:
          Classmates:
                       No.
          Digg:
                       No.
          Bebo:
                       No.
          Gather:
                       No.
          Helium:
                       Yes.
          Goodreads:
                       No.
          Broadmore:
                       No.
Q6.0
          [Accessed internet in past month]
Q6.0
          [Likely to access internet in next month]
Q6.1
Q6.1
          Yes.
          [Accessed social networking site in past month]
Q7.0
Q7.0
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          Yes.
RESPID
          021216
Q2.0
          18 to 34
Q3.0
          Male
Q4.0
          [Social networking marks]
          That I can think of right off the bat is Facebook. There was
Q4.0
          Spacebook but that is done and then there was a dating one
          called, I think, Zeus.
04.1
          [Other social networking marks]
          Um, I know there is this one Christian one but I don't know the
Q4.1
                       And then there is one called myYearbook I think.
          name of it.
Q5.0/5.1
          Twitter:
                        Yes.
          Classmates:
                       No.
          Digg:
                       No.
          Bebo:
                       No.
                       No.
          Gather:
          Helium:
                       Yes.
          Goodreads:
                       No.
          Broadmore:
                       No.
          [Accessed internet in past month]
Q6.0
Q6.0
Q6.1
          [Likely to access internet in next month]
Q6.1
          Yes.
          [Accessed social networking site in past month]
Q7.0
Q7.0
          [Likely to access social networking site in next month]
07.1
Q7.1
          Yes.
```

```
RESPID
          021222
          13 to 17
Q2.0
Q3.0
          Male
          [Social networking marks]
Q4.0
          Ah, Facebook, um, Myspace, Twitter, that's it I guess.
Q4.0
          [Other social networking marks]
Q4.1
          I can't think of anymore then those.
Q4.1
Q5.0/5.1 Classmates: No.
          Diqq:
                       No.
          Bebo:
          Gather:
                       No.
          Helium:
                       No.
          Goodreads:
                       No.
          Broadmore:
                       No.
          [Accessed internet in past month]
Q6.0
Q6.0
          Yes.
          [Likely to access internet in next month]
Q6.1
Q6.1
          Yes.
          [Accessed social networking site in past month]
Q7.0
Q7.0
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          Yes.
          021548
RESPID
Q2.0
          50 or above
Q3.0
          Female
          [Social networking marks]
Q4.0
          CenturyLink.
Q4.0
          [Other social networking marks]
Q4.1
          That's it.
Q4.1
Q5.0/5.1 Facebook:
                       Yes.
          Twitter:
                       Yes.
          Classmates:
                       No.
          Digg:
          Bebo:
                       No.
          Gather:
                       No.
          Helium:
                       No.
          Goodreads:
                       No.
          Broadmore:
                       No.
Q6.0
          [Accessed internet in past month]
Q6.0
          [Likely to access internet in next month]
Q6.1
Q6.1
          [Accessed social networking site in past month]
Q7.0
Q7.0
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          No.
```

```
021694
RESPID
Q2.0
          18 to 34
Q3.0
          Male
          [Social networking marks]
Q4.0
          Um, well, the most popular one Facebook, Myspace, hi5. I go to
Q4.0
          Facebook daily.
          [Other social networking marks]
Q4.1
Q4.1
          Not really.
          Twitter:
Q5.0/5.1
                       Yes.
          Classmates:
                       Yes.
          Digg:
                       No.
          Bebo:
                       Yes.
                       No.
          Gather:
          Helium:
                       No.
          Goodreads:
                       No.
          Broadmore:
                       No.
          [Accessed internet in past month]
Q6.0
Q6.0
          Yes.
Q6.1
          [Likely to access internet in next month]
Q6.1
          Yes.
          [Accessed social networking site in past month]
Q7.0
Q7.0
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          Yes.
RESPID
          021732
Q2.0
          50 or above
Q3.0
          Female
          [Social networking marks]
Q4.0
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.
          [Accessed internet in past month]
Q6.0
Q6.0
          [Likely to access internet in next month]
Q6.1
Q6.1
          [Accessed social networking site in past month]
Q7.0
          Don't know.
Q7.0
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          No.
```

```
RESPID
          021969
          13 to 17
Q2.0
Q3.0
          Male
          [Social networking marks]
Q4.0
Q4.0
          [None/Don't know.]
          Facebook:
Q5.0/5.1
                       Yes.
          Twitter:
                        Yes.
          Classmates: Yes.
          Digg:
                        No.
          Bebo:
                        No.
          Gather:
          Helium:
                        Yes.
                        No.
          Goodreads:
          Broadmore:
                       No.
          [Accessed internet in past month]
Q6.0
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
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          022072
RESPID
Q2.0
          50 or above
Q3.0
          Male
          [Social networking marks]
Q4.0
          Uh, Facebook, Twitter, and Myspace.
Q4.0
          [Other social networking marks]
Q4.1
          Oh, I don't, right off the top of my head.
Q4.1
Q5.0/5.1
          Classmates: No.
          Digg:
                        No.
          Bebo:
                        No.
          Gather:
                        No.
          Helium:
                        No.
          Goodreads:
                        No.
          Broadmore:
                        Yes.
Q6.0
          [Accessed internet in past month]
Q6.0
          [Likely to access internet in next month]
Q6.1
Q6.1
          Yes.
Q7.0
          [Accessed social networking site in past month]
Q7.0
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          No.
```

```
022149
RESPID
          50 or above
Q2.0
          Female
Q3.0
          [Social networking marks]
Q4.0
          [None/Don't know.]
Q4.0
          Facebook:
Q5.0/5.1
                       Yes.
          Twitter:
          Classmates:
                       No.
          Digg:
                       No.
                       No.
          Bebo:
          Gather:
                       No.
                       No.
          Helium:
          Goodreads:
                       No.
          Broadmore:
                       No.
          [Accessed internet in past month]
Q6.0
Q6.0
          [Likely to access internet in next month]
Q6.1
Q6.1
          No.
          [Accessed social networking site in past month]
Q7.0
Q7.0
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          No.
RESPID
          022168
          18 to 34
Q2.0
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:
                        Yes.
          [Accessed internet in past month]
Q6.0
Q6.0
          [Likely to access internet in next month]
Q6.1
Q6.1
          [Accessed social networking site in past month]
Q7.0
07.0
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          No.
```

```
022192
RESPID
Q2.0
          35 to 49
Q3.0
          Male
Q4.0
          [Social networking marks]
          What is it, Facebook and Myspace.
Q4.0
Q4.1
          [Other social networking marks]
Q4.1
          Twitter, would Yahoo be one?
Q5.0/5.1
          Classmates: No.
          Digg:
                        No.
          Bebo:
                        Yes.
          Gather:
                        No.
          Helium:
                        Yes.
          Goodreads:
                       No.
          Broadmore:
                       No.
Q6.0
          [Accessed internet in past month]
Q6.0
Q6.1
          [Likely to access internet in next month]
Q6.1
          Yes.
          [Accessed social networking site in past month]
Q7.0
Q7.0
Q7.1
          [Likely to access social networking site in next month]
Q7.1
          Yes.
RESPID
          022247
Q2.0
          18 to 34
Q3.0
          Female
Q4.0
          [Social networking marks]
          Um, you mean like Facebook type of thing? I only get on
Q4.0
          Facebook and Google sometimes.
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.
          [Accessed social networking site in past month]
Q7.0
Q7.0
Q7.1
          [Likely to access social networking site in next month]
Q7.1
          Yes.
```

```
022307
RESPID
Q2.0
          35 to 49
Q3.0
          Female
          [Social networking marks]
Q4.0
          Facebook, Twitter, and LinkedIn. These are all that come to
Q4.0
          [Other social networking marks]
Q4.1
Q4.1
          None.
Q5.0/5.1
          Classmates: Yes.
          Digg:
          Bebo:
          Gather:
                       No.
          Helium:
                       No.
          Goodreads:
                       No.
          Broadmore:
                       No.
          [Accessed internet in past month]
Q6.0
Q6.0
          Yes.
          [Likely to access internet in next month]
Q6.1
Q6.1
          Yes.
Q7.0
          [Accessed social networking site in past month]
Q7.0
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          022352
RESPID
Q2.0
          35 to 49
Q3.0
          Male
          [Social networking marks]
Q4.0
          Like Google, is that what you are talking about? I don't really
Q4.0
          use Facebook or Twitter.
Q4.1
          [Other social networking marks]
Q4.1
          Facebook is the only one I know.
Q5.0/5.1 Twitter:
                       Yes.
          Classmates:
                       Yes.
          Digg:
                       No.
          Bebo:
                       No.
          Gather:
                       No.
          Helium:
                       No.
          Goodreads:
                       No.
          Broadmore:
                       No.
          [Accessed internet in past month]
Q6.0
Q6.0
          [Likely to access internet in next month]
Q6.1
Q6.1
          [Accessed social networking site in past month]
Q7.0
Q7.0
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          No.
```

A-56

```
RESPID
          022362
          50 or above
02.0
          Male
Q3.0
          [Social networking marks]
Q4.0
04.0
          [None/Don't know.]
Q5.0/5.1
          Facebook:
          Twitter:
                        Yes.
          Classmates: Yes.
          Digg:
                        Yes.
          Bebo:
                        Yes.
          Gather:
                        No.
                        No.
          Helium:
          Goodreads:
                        No.
          Broadmore:
                        No.
Q6.0
          [Accessed internet in past month]
Q6.0
          [Likely to access internet in next month]
Q6.1
Q6.1
          Yes.
          [Accessed social networking site in past month]
Q7.0
Q7.0
          [Likely to access social networking site in next month]
Q7.1
          Don't know.
Q7.1
RESPID
          022404
          18 to 34
Q2.0
Q3.0
          Male
          [Social networking marks]
Q4.0
          [None/Don't know.]
Q4.0
          Facebook:
Q5.0/5.1
                       Yes.
          Twitter:
                        Yes.
          Classmates:
                       Yes.
          Digg:
                        No.
          Bebo:
                        No.
          Gather:
                        No.
          Helium:
                        No.
          Goodreads:
                        No.
          Broadmore:
                        No.
06.0
          [Accessed internet in past month]
Q6.0
          [Likely to access internet in next month]
Q6.1
Q6.1
          [Accessed social networking site in past month]
Q7.0
Q7.0
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          No.
```

```
RESPID
          022477
          18 to 34
Q2.0
Q3.0
          Male
          [Social networking marks]
Q4.0
Q4.0
          Facebook, Twitter and Myspace.
          [Other social networking marks]
Q4.1
          That's all.
Q4.1
Q5.0/5.1
          Classmates: No.
          Digg:
                       No.
          Bebo:
          Gather:
                       No.
          Helium:
                       No.
          Goodreads:
                       No.
          Broadmore:
                       No.
          [Accessed internet in past month]
Q6.0
Q6.0
Q6.1
          [Likely to access internet in next month]
Q6.1
Q7.0
          [Accessed social networking site in past month]
Q7.0
          [Likely to access social networking site in next month]
Q7.1
Q7.1
RESPID
          022482
Q2.0
          50 or above
Q3.0
          Male
          [Social networking marks]
Q4.0
Q4.0
          Facebook.
          [Other social networking marks]
Q4.1
          I can't.
Q4.1
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
          [Likely to access internet in next month]
Q6.1
Q6.1
          [Accessed social networking site in past month]
Q7.0
Q7.0
          Yes.
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          Yes.
```

```
RESPID
          022491
Q2.0
          13 to 17
Q3.0
          Female
          [Social networking marks]
Q4.0
          Facebook and Myspace.
Q4.0
          [Other social networking marks]
Q4.1
          YouTube.
Q4.1
          Twitter:
                       Yes.
Q5.0/5.1
          Classmates:
                       No.
          Digg:
                       No.
          Bebo:
          Gather:
                       No.
                       No.
          Helium:
          Goodreads:
                       No.
          Broadmore:
                       No.
          [Accessed internet in past month]
Q6.0
Q6.0
          Yes.
          [Likely to access internet in next month]
Q6.1
Q6.1
          [Accessed social networking site in past month]
Q7.0
Q7.0
          [Likely to access social networking site in next month]
Q7.1
Q7.1
RESPID
          022576
Q2.0
          35 to 49
Q3.0
          Female
          [Social networking marks]
Q4.0
Q4.0
          The searcher Google.
          [Other social networking marks]
Q4.1
          Um, I use Internet Explorer too.
Q4.1
                        Yes.
          Facebook:
Q5.0/5.1
          Twitter:
                        Yes.
          Classmates: No.
          Digg:
                        No.
          Bebo:
                        No.
                        No.
          Gather:
          Helium:
                        No.
          Goodreads:
                        No.
          Broadmore:
                        No.
          [Accessed internet in past month]
Q6.0
Q6.0
          [Likely to access internet in next month]
Q6.1
Q6.1
          [Accessed social networking site in past month]
Q7.0
Q7.0
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          Yes.
```

```
RESPID
          022633
          35 to 49
Q2.0
          Male
Q3.0
          [Social networking marks]
Q4.0
          Um, Facebook, Yahoo and Twitter.
04.0
          [Other social networking marks]
Q4.1
          Um, none, other, off the top of my head.
Q4.1
Q5.0/5.1
          Classmates: Yes.
          Digg:
                        No.
          Bebo:
          Gather:
                        No.
          Helium:
                        No.
          Goodreads:
                        No.
          Broadmore:
                        No.
Q6.0
          [Accessed internet in past month]
Q6.0
Q6.1
           [Likely to access internet in next month]
Q6.1
Q7.0
          [Accessed social networking site in past month]
Q7.0
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          Yes.
RESPID
          022701
Q2.0
          18 to 34
Q3.0
          Female
          [Social networking marks]
Q4.0
          Uh, Myspace and Facebook that's about it really.
Q4.0
          [Other social networking marks]
Q4.1
Q4.1
          Uh, none.
          Twitter:
Q5.0/5.1
                        Yes.
          Classmates:
                       Yes.
          Digg:
                        Yes.
          Bebo:
                        No.
          Gather:
                        No.
          Helium:
                        No.
          Goodreads:
                        No.
          Broadmore:
                       No.
Q6.0
          [Accessed internet in past month]
Q6.0
Q6.1
          [Likely to access internet in next month]
Q6.1
          [Accessed social networking site in past month]
Q7.0
Q7.0
          Yes.
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          Yes.
```

```
RESPID
          022888
          18 to 34
Q2.0
          Male
Q3.0
          [Social networking marks]
Q4.0
          Um, that I can think or what I use? Facebook and Myspace.
Q4.0
          [Other social networking marks]
Q4.1
          Um, that's all.
Q4.1
          Twitter:
Q5.0/5.1
                       Yes.
          Classmates: No.
          Digg:
                       No.
          Bebo:
                       No.
          Gather:
          Helium:
                       No.
          Goodreads:
                       No.
          Broadmore:
                       No.
          [Accessed internet in past month]
Q6.0
Q6.0
          Yes.
          [Likely to access internet in next month]
Q6.1
Q6.1
          Yes.
Q7.0
          [Accessed social networking site in past month]
Q7.0
          [Likely to access social networking site in next month]
Q7.1
Q7.1
RESPID
          022924
          35 to 49
Q2.0
          Male
Q3.0
          [Social networking marks]
Q4.0
          Ah, Facebook is one of them. InTheRooms. Ah, yes, that's it.
Q4.0
          [Other social networking marks]
Q4.1
          That's it.
Q4.1
Q5.0/5.1 Twitter:
                       Yes.
          Classmates:
                       Yes.
          Digg:
                       No.
          Bebo:
                       Yes.
          Gather:
                       No.
          Helium:
                       No.
          Goodreads:
                       No.
          Broadmore:
                       No.
          [Accessed internet in past month]
Q6.0
Q6.0
          [Likely to access internet in next month]
Q6.1
Q6.1
          [Accessed social networking site in past month]
Q7.0
Q7.0
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          No.
```

```
023023
RESPID
Q2.0
          35 to 49
03.0
          Female
Q4.0
          [Social networking marks]
          Facebook, Myspace and those are the only ones I can think of
Q4.0
          right now. Oh craigslist, that is probably one and just instant
          messaging.
Q4.1
          [Other social networking marks]
Q4.1
          The only ones I can think of are eHarmony. All those dating
          websites.
Q5.0/5.1
          Twitter:
                        Yes.
          Classmates:
                       Yes.
          Digg:
                       No.
          Bebo:
                       No.
          Gather:
                       No.
          Helium:
                       No.
          Goodreads:
                       No.
          Broadmore:
                       No.
          [Accessed internet in past month]
Q6.0
Q6.0
Q6.1
          [Likely to access internet in next month]
Q6.1
          [Accessed social networking site in past month]
Q7.0
Q7.0
Q7.1
          [Likely to access social networking site in next month]
Q7.1
          No.
RESPID
          023134
Q2.0
          35 to 49
Q3.0
          Female
          [Social networking marks]
Q4.0
04.0
          Ah, the only one I'm familiar with is Facebook.
          [Other social networking marks]
Q4.1
          Facebook.
Q4.1
Q5.0/5.1 Twitter:
                       Yes.
          Classmates:
          Digg:
                       No.
          Bebo:
                       No.
          Gather:
                       No.
          Helium:
                       No.
          Goodreads:
                       No.
          Broadmore:
                       No.
          [Accessed internet in past month]
Q6.0
Q6.0
Q6.1
          [Likely to access internet in next month]
Q6.1
          Yes.
Q7.0
          [Accessed social networking site in past month]
Q7.0
Q7.1
          [Likely to access social networking site in next month]
Q7.1
          Yes.
```

A-62

```
RESPID
          023259
          50 or above
Q2.0
          Female
Q3.0
Q4.0
          [Social networking marks]
Q4.0
          Ugh, Facebook is the only one I can think of. Oh Twitter.
          [Other social networking marks]
Q4.1
          That's it.
Q4.1
Q5.0/5.1
          Classmates:
                      No.
          Digg:
          Bebo:
                       No.
          Gather:
                       No.
          Helium:
                       No.
          Goodreads:
                       No.
          Broadmore:
                       No.
          [Accessed internet in past month]
Q6.0
Q6.0
          Yes.
          [Likely to access internet in next month]
Q6.1
Q6.1
          Yes.
          [Accessed social networking site in past month]
Q7.0
Q7.0
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          No.
RESPID
          023294
          18 to 34
Q2.0
Q3.0
          Male
          [Social networking marks]
Q4.0
          Hold on a second, Facebook, Myspace. I don't even know.
Q4.0
          [Other social networking marks]
Q4.1
Q4.1
          No.
          Twitter:
Q5.0/5.1
                       Yes.
          Classmates:
                       No.
          Diqq:
          Bebo:
                       No.
          Gather:
                       No.
          Helium:
                       No.
          Goodreads:
                       No.
          Broadmore:
                       No.
          [Accessed internet in past month]
Q6.0
Q6.0
          [Likely to access internet in next month]
Q6.1
Q6.1
          Yes.
          [Accessed social networking site in past month]
Q7.0
Q7.0
          Yes.
Q7.1
          [Likely to access social networking site in next month]
Q7.1
          Yes.
```

```
RESPID
          023328
Q2.0
          50 or above
          Male
Q3.0
04.0
          [Social networking marks]
Q4.0
          [None/Don't know.]
Q5.0/5.1
          Facebook:
                       Yes.
          Twitter:
                        Yes.
          Classmates: No.
          Digg:
          Bebo:
                        No.
          Gather:
                        No.
          Helium:
                        No.
          Goodreads:
                        No.
          Broadmore:
                        No.
Q6.0
          [Accessed internet in past month]
Q6.0
          No.
          [Likely to access internet in next month]
Q6.1
Q6.1
          No.
Q7.0
          [Accessed social networking site in past month]
Q7.0
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          No.
RESPID
          023394
Q2.0
          35 to 49
Q3.0
          Female
          [Social networking marks]
Q4.0
          Facebook, Myspace and Twitter.
Q4.0
          [Other social networking marks]
Q4.1
Q4.1
          That's all.
Q5.0/5.1
          Classmates: Yes.
          Digg:
                        No.
          Bebo:
                        No.
          Gather:
                        No.
          Helium:
                        No.
          Goodreads:
                        No.
          Broadmore:
                        No.
          [Accessed internet in past month]
Q6.0
Q6.0
          Yes.
          [Likely to access internet in next month]
Q6.1
Q6.1
Q7.0
          [Accessed social networking site in past month]
Q7.0
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          Yes.
```

```
023483
RESPID
          35 to 49
Q2.0
Q3.0
          Male
          [Social networking marks]
Q4.0
          Meaning like networks where people are social? Yahoo, AOL,
Q4.0
          that's about it.
          [Other social networking marks]
Q4.1
Q4.1
          Ah, I can't think of any, sorry.
Q5.0/5.1
          Facebook:
                       No.
          Twitter:
                        No.
          Classmates:
                       No.
          Digg:
          Bebo:
                        No.
          Gather:
                       No.
          Helium:
                        No.
          Goodreads:
                        No.
          Broadmore:
                        No.
Q6.0
          [Accessed internet in past month]
Q6.0
          No.
          [Likely to access internet in next month]
Q6.1
Q6.1
          [Accessed social networking site in past month]
Q7.0
Q7.0
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          023500
RESPID
Q2.0
          13 to 17
Q3.0
          Female
          [Social networking marks]
Q4.0
Q4.0
          Facebook.
Q4.1
          [Other social networking marks]
Q4.1
          None.
Q5.0/5.1
         Twitter:
                        Yes.
          Classmates:
                       No.
          Digg:
          Bebo:
                        No.
          Gather:
                       No.
          Helium:
                       No.
          Goodreads:
                        No.
          Broadmore:
                        No.
Q6.0
          [Accessed internet in past month]
Q6.0
          Yes.
          [Likely to access internet in next month]
Q6.1
Q6.1
Q7.0
          [Accessed social networking site in past month]
Q7.0
Q7.1
          [Likely to access social networking site in next month]
Q7.1
```

```
RESPID
          023542
          50 or above
Q2.0
Q3.0
          Female
Q4.0
          [Social networking marks]
Q4.0
          Facebook.
          [Other social networking marks]
Q4.1
Q4.1
          None.
Q5.0/5.1
          Twitter:
                       Yes.
          Classmates:
                       No.
          Digg:
          Bebo:
                       No.
          Gather:
                       No.
          Helium:
                       No.
          Goodreads:
                       No.
          Broadmore:
                       No.
          [Accessed internet in past month]
Q6.0
Q6.0
          Yes.
          [Likely to access internet in next month]
Q6.1
Q6.1
          Yes.
          [Accessed social networking site in past month]
Q7.0
Q7.0
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          Yes.
RESPID
          023715
          18 to 34
Q2.0
Q3.0
          Male
          [Social networking marks]
Q4.0
          Uh, what do you mean by social networking? Like Myspace,
Q4.0
          Facebook and Twitter.
          [Other social networking marks]
Q4.1
          Those are really the only two I really know.
Q4.1
Q5.0/5.1
          Classmates: No.
          Digg:
          Bebo:
                       No.
          Gather:
                       No.
          Helium:
                       No.
          Goodreads:
                       No.
          Broadmore:
                       Yes.
          [Accessed internet in past month]
Q6.0
Q6.0
          [Likely to access internet in next month]
Q6.1
Q6.1
Q7.0
          [Accessed social networking site in past month]
Q7.0
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          No.
```

```
023771
RESPID
Q2.0
          18 to 34
          Male
Q3.0
          [Social networking marks]
Q4.0
          Facebook. I very rarely use the internet.
Q4.0
Q4.1
          [Other social networking marks]
Q4.1
          Twitter, you can type that if you want.
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.
          [Likely to access internet in next month]
Q6.1
Q6.1
          Yes.
          [Accessed social networking site in past month]
Q7.0
Q7.0
          Don't know.
          [Likely to access social networking site in next month]
Q7.1
          Don't know.
Q7.1
          023838
RESPID
          35 to 49
Q2.0
03.0
          Male
          [Social networking marks]
Q4.0
          [None/Don't know.]
Q4.0
Q5.0/5.1 Facebook:
                       Yes.
          Twitter:
                       Yes.
          Classmates:
                       No.
          Digg:
                       No.
          Bebo:
                       No.
                       No.
          Gather:
          Helium:
                       No.
          Goodreads:
                       No.
          Broadmore:
                       No.
          [Accessed internet in past month]
Q6.0
Q6.0
          [Likely to access internet in next month]
Q6.1
          Don't know.
Q6.1
          [Accessed social networking site in past month]
Q7.0
Q7.0
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          Don't know.
```

```
023873
RESPID
Q2.0
          35 to 49
Q3.0
          Male
Q4.0
          [Social networking marks]
Q4.0
          That I can think of, Facebook, and what's that one I see on TV,
          is that Twitter.
Q4.1
          [Other social networking marks]
Q4.1
          That's 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
          [Accessed social networking site in past month]
Q7.0
Q7.0
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          Yes.
          023967
RESPID
          35 to 49
Q2.0
Q3.0
          Female
04.0
          [Social networking marks]
Q4.0
          Myspace and Facebook.
          [Other social networking marks]
Q4.1
Q4.1
          None.
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
Q6.1
          [Likely to access internet in next month]
Q6.1
          Yes.
Q7.0
          [Accessed social networking site in past month]
Q7.0
Q7.1
          [Likely to access social networking site in next month]
Q7.1
          Yes.
```

```
RESPID
          024064
          35 to 49
Q2.0
Q3.0
          Male
          [Social networking marks]
Q4.0
Q4.0
          [None/Don't know.]
          Facebook:
Q5.0/5.1
          Twitter:
                       Yes.
          Classmates:
                       No.
          Digg:
                       No.
          Bebo:
          Gather:
                       No.
          Helium:
                       No.
          Goodreads:
                       No.
          Broadmore:
                       No.
          [Accessed internet in past month]
Q6.0
Q6.0
          [Likely to access internet in next month]
Q6.1
Q6.1
Q7.0
          [Accessed social networking site in past month]
Q7.0
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          No.
RESPID
          024180
Q2.0
          13 to 17
Q3.0
          Male
          [Social networking marks]
Q4.0
          Uh, Facebook, Twitter, Myspace, that's about it there.
Q4.0
          [Other social networking marks]
Q4.1
          Uhm, I don't know, like, well, dating services. Like eHarmony?
Q4.1
          Would that be a social network. I'll have to think.
          Classmates: Yes.
Q5.0/5.1
          Digg:
                       No.
          Bebo:
                       Yes.
          Gather:
                       No.
          Helium:
                       No.
          Goodreads:
                       No.
          Broadmore:
                       No.
Q6.0
          [Accessed internet in past month]
Q6.0
          [Likely to access internet in next month]
Q6.1
Q6.1
          [Accessed social networking site in past month]
Q7.0
Q7.0
          Yes.
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          Yes.
```

```
024209
RESPID
          18 to 34
Q2.0
Q3.0
          Male
Q4.0
          [Social networking marks]
          Um, Myspace, Facebook and Twitter, that's it.
Q4.0
Q4.1
          [Other social networking marks]
Q4.1
          Uh, that's it.
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.
          [Accessed social networking site in past month]
Q7.0
Q7.0
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          No.
RESPID
          024231
          35 to 49
Q2.0
Q3.0
          Female
04.0
          [Social networking marks]
          [None/Don't know.]
Q4.0
Q5.0/5.1
          Facebook:
                       Yes.
          Twitter:
                        Yes.
          Classmates:
                       No.
          Diqq:
                       No.
          Bebo:
                       No.
          Gather:
                       No.
          Helium:
                       No.
          Goodreads:
                       No.
          Broadmore:
                       No.
          [Accessed internet in past month]
Q6.0
Q6.0
Q6.1
          [Likely to access internet in next month]
Q6.1
          Yes.
Q7.0
          [Accessed social networking site in past month]
Q7.0
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          No.
```

```
024259
RESPID
          35 to 49
Q2.0
Q3.0
          Male
Q4.0
          [Social networking marks]
          Ah, let's see Facebook, Myspace, Twitter and LinkedIn. That's
Q4.0
          about all.
          [Other social networking marks]
Q4.1
          That's all.
Q4.1
          Classmates: Yes.
Q5.0/5.1
          Digg:
                       No.
          Bebo:
                       Yes.
          Gather:
                       No.
          Helium:
                       No.
          Goodreads:
                       No.
          Broadmore:
                       No.
Q6.0
          [Accessed internet in past month]
Q6.0
          Yes.
          [Likely to access internet in next month]
Q6.1
Q6.1
          Yes.
          [Accessed social networking site in past month]
Q7.0
Q7.0
          Yes.
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          Yes.
RESPID
          024292
Q2.0
          50 or above
Q3.0
          Male
          [Social networking marks]
Q4.0
          [None/Don't know.]
Q4.0
Q5.0/5.1 Facebook:
                       Yes.
          Twitter:
                       Yes.
          Classmates: Yes.
          Digg:
                       No.
          Bebo:
                       Yes.
          Gather:
                       No.
          Helium:
                       No.
          Goodreads:
                       No.
          Broadmore:
                       No.
          [Accessed internet in past month]
Q6.0
Q6.0
          [Likely to access internet in next month]
Q6.1
Q6.1
          [Accessed social networking site in past month]
Q7.0
07.0
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          Yes.
```

```
RESPID
          024366
Q2.0
          35 to 49
Q3.0
          Male
Q4.0
          [Social networking marks]
Q4.0
          Um, the only thing that comes to mind is Twitter.
          [Other social networking marks]
Q4.1
          I don't do that kind of stuff.
Q4.1
Q5.0/5.1
          Facebook:
                        Yes.
          Classmates:
                       No.
          Digg:
                        Yes.
          Bebo:
                        No.
          Gather:
                        No.
          Helium:
                        No.
          Goodreads:
                        No.
          Broadmore:
                        No.
          [Accessed internet in past month]
Q6.0
Q6.0
          Yes.
          [Likely to access internet in next month]
Q6.1
Q6.1
          Yes.
          [Accessed social networking site in past month]
Q7.0
Q7.0
Q7.1
          [Likely to access social networking site in next month]
Q7.1
          No.
RESPID
          024451
          18 to 34
Q2.0
          Female
Q3.0
Q4.0
          [Social networking marks]
Q4.0
          Facebook, Myspace and Twitter.
          [Other social networking marks]
Q4.1
Q4.1
          Um, yes, I can't think of anymore.
Q5.0/5.1
          Classmates: Yes.
          Digg:
                        Yes.
          Bebo:
                        No.
                        No.
          Gather:
          Helium:
                        No.
          Goodreads:
                        No.
          Broadmore:
                        No.
          [Accessed internet in past month]
Q6.0
Q6.0
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
          024557
          18 to 34
Q2.0
Q3.0
          Male
          [Social networking marks]
Q4.0
          Um, Facebook, Myspace, Twitter, those are what come to mind.
Q4.0
          [Other social networking marks]
Q4.1
          Um, nothing is really coming to mind at the moment.
Q4.1
          Classmates: Yes.
Q5.0/5.1
          Diqq:
                       No.
          Bebo:
          Gather:
                       No.
          Helium:
                       No.
          Goodreads:
                       No.
          Broadmore:
                       No.
          [Accessed internet in past month]
Q6.0
Q6.0
Q6.1
          [Likely to access internet in next month]
Q6.1
Q7.0
          [Accessed social networking site in past month]
Q7.0
          [Likely to access social networking site in next month]
Q7.1
Q7.1
RESPID
          024705
          18 to 34
Q2.0
Q3.0
          Male
          [Social networking marks]
Q4.0
          Um, Myspace, Facebook and Bebo.
Q4.0
          [Other social networking marks]
Q4.1
          Um, ah, that's it.
Q4.1
Q5.0/5.1
          Twitter:
                       Yes.
          Classmates:
                       Don't know.
          Digg:
                       No.
          Gather:
                       No.
          Helium:
                       No.
          Goodreads:
                       No.
          Broadmore:
                       No.
Q6.0
          [Accessed internet in past month]
Q6.0
          Yes.
          [Likely to access internet in next month]
Q6.1
Q6.1
          [Accessed social networking site in past month]
Q7.0
Q7.0
          [Likely to access social networking site in next month]
Q7.1
          Don't know.
Q7.1
```

```
RESPID
          024800
          50 or above
Q2.0
Q3.0
          Male
          [Social networking marks]
Q4.0
Q4.0
          [None/Don't know.]
Q5.0/5.1 Facebook:
                       Yes.
          Twitter:
                       Yes.
          Classmates: No.
          Diqq:
                       No.
          Bebo:
          Gather:
                       No.
          Helium:
                       No.
          Goodreads:
                       No.
          Broadmore:
                       No.
          [Accessed internet in past month]
Q6.0
Q6.0
          [Likely to access internet in next month]
Q6.1
Q6.1
          [Accessed social networking site in past month]
Q7.0
Q7.0
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          No.
RESPID
          024840
Q2.0
          18 to 34
Q3.0
          Male
          [Social networking marks]
Q4.0
Q4.0
          Facebook.
          [Other social networking marks]
Q4.1
          Myspace, maybe.
Q4.1
Q5.0/5.1
          Twitter:
          Classmates:
                       No.
          Digg:
                        No.
          Bebo:
                        No.
          Gather:
                        No.
          Helium:
                        No.
          Goodreads:
                       No.
          Broadmore:
                       No.
Q6.0
          [Accessed internet in past month]
Q6.0
          [Likely to access internet in next month]
Q6.1
Q6.1
          [Accessed social networking site in past month]
Q7.0
Q7.0
          Yes.
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          Yes.
```

```
024903
RESPID
Q2.0
          13 to 17
          Female
Q3.0
Q4.0
          [Social networking marks]
          Am, like a website, Facebook. Yes, not really.
Q4.0
Q4.1
          [Other social networking marks]
          Messenger.
Q4.1
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.
          [Accessed social networking site in past month]
Q7.0
Q7.0
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          Yes.
          024913
RESPID
Q2.0
          13 to 17
Q3.0
          Male
          [Social networking marks]
Q4.0
          Facebook, Myspace and Twitter.
04.0
Q4.1
          [Other social networking marks]
          None.
Q4.1
Q5.0/5.1 Classmates:
                       No.
          Digg:
                        No.
          Bebo:
                        Yes.
          Gather:
                        No.
          Helium:
                        Yes.
          Goodreads:
                        No.
          Broadmore:
                        No.
          [Accessed internet in past month]
Q6.0
Q6.0
          [Likely to access internet in next month]
Q6.1
Q6.1
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.
```

```
024945
RESPID
          35 to 49
Q2.0
Q3.0
          Female
          [Social networking marks]
Q4.0
          Well I use Facebook and Myspace which is dead and obsolete and
Q4.0
          no one uses it any more. And if you use it any more and if you
          log into Myspace you are bound to get a virus and I troll
          YouTube.
Q4.1
          [Other social networking marks]
          Um, that was VampireFreaks. There is Twitter. There are
Q4.1
          probably more but I like to keep it to a minimum.
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
Q6.1
          [Likely to access internet in next month]
Q6.1
          [Accessed social networking site in past month]
Q7.0
Q7.0
Q7.1
          [Likely to access social networking site in next month]
Q7.1
          No.
RESPID
          025134
Q2.0
          50 or above
Q3.0
          Male
          [Social networking marks]
Q4.0
04.0
          [None/Don't know.]
          Facebook:
Q5.0/5.1
                       Yes.
          Twitter:
                       Yes.
          Classmates: No.
          Digg:
                       No.
          Bebo:
                       No.
          Gather:
                       No.
          Helium:
                       Nο
          Goodreads:
                       No.
          Broadmore:
                       No.
Q6.0
          [Accessed internet in past month]
Q6.0
          Yes.
          [Likely to access internet in next month]
Q6.1
Q6.1
Q7.0
          [Accessed social networking site in past month]
Q7.0
Q7.1
          [Likely to access social networking site in next month]
Q7.1
```

```
025265
RESPID
Q2.0
          35 to 49
Q3.0
          Male
          [Social networking marks]
Q4.0
          I'm thinking of Twitter.
04.0
          [Other social networking marks]
Q4.1
          Not right now.
Q4.1
Q5.0/5.1 Facebook:
                        Yes.
          Classmates: Yes.
          Digg:
          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
          [Likely to access social networking site in next month]
Q7.1
Q7.1
RESPID
          025294
Q2.0
          18 to 34
Q3.0
          Female
          [Social networking marks]
Q4.0
          Uh, Facebook.
Q4.0
Q4.1
          [Other social networking marks]
Q4.1
          Twitter and 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
Q6.1
          [Likely to access internet in next month]
Q6.1
          [Accessed social networking site in past month]
Q7.0
Q7.0
          Yes.
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          Yes.
```

```
RESPID
          025418
          18 to 34
Q2.0
Q3.0
          Male
Q4.0
          [Social networking marks]
          What I can think of or what I use, Facebook, Myspace and
Q4.0
          Twitter.
          [Other social networking marks]
Q4.1
          I can't think of any right now.
                                            Just those three.
Q4.1
Q5.0/5.1
          Classmates: No.
          Digg:
          Bebo:
                       No.
          Gather:
                       No.
          Helium:
                       No.
          Goodreads:
                       No.
          Broadmore:
                       No.
          [Accessed internet in past month]
Q6.0
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
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          Yes.
RESPID
          025479
Q2.0
          35 to 49
Q3.0
          Male
          [Social networking marks]
Q4.0
          There is only one and that is Facebook.
Q4.0
          [Other social networking marks]
Q4.1
          Um, I know there is Twitter and that is the only other one I can
Q4.1
          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.
          [Accessed social networking site in past month]
Q7.0
Q7.0
          Yes.
Q7.1
          [Likely to access social networking site in next month]
Q7.1
          Yes.
```

```
025505
RESPID
          18 to 34
Q2.0
Q3.0
          Male
Q4.0
           [Social networking marks]
Q4.0
           [None/Don't know.]
Q5.0/5.1
          Facebook:
                        Yes.
          Twitter:
          Classmates: No.
          Digg:
                        No.
          Bebo:
                        No.
          Gather:
                        No.
          Helium:
                        No.
          Goodreads:
                        No.
          Broadmore:
                        No.
Q6.0
          [Accessed internet in past month]
Q6.0
Q6.1
          [Likely to access internet in next month]
Q6.1
          Yes.
Q7.0
          [Accessed social networking site in past month]
Q7.0
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          No.
RESPID
          025560
Q2.0
          13 to 17
Q3.0
          Female
Q4.0
          [Social networking marks]
Q4.0
          Facebook, Twitter, and Myspace. Um, Twitter and that's it.
          [Other social networking marks]
Q4.1
Q4.1
          Um, no sir.
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
Q6.1
          [Likely to access internet in next month]
Q6.1
          [Accessed social networking site in past month]
Q7.0
Q7.0
07.1
          [Likely to access social networking site in next month]
Q7.1
          Yes.
```

```
RESPID
            025614
            18 to 34
  Q2.0
  Q3.0
            Male
            [Social networking marks]
  Q4.0
            Ah, Facebook, foursquare, ah, Myspace and trying to think of the
  Q4.0
            other one. That's all I can think of right now.
            [Other social networking marks]
  Q4.1
            Um, those are the only ones I can think of, are those three off
  Q4.1
            the top of my head.
            Twitter:
  Q5.0/5.1
                         Yes.
            Classmates:
                         No.
            Digg:
            Bebo:
                         Yes.
            Gather:
                         No.
            Helium:
                         No.
            Goodreads:
                         No.
            Broadmore:
                         No.
            [Accessed internet in past month]
  Q6.0
  Q6.0
            Yes.
  06.1
            [Likely to access internet in next month]
  Q6.1
            Yes.
            [Accessed social networking site in past month]
  Q7.0
  Q7.0
  Q7.1
            [Likely to access social networking site in next month]
  Q7.1
            Yes.
 RESPID
            026074
 Q2.0
            50 or above
 Q3.0
            Female
 Q4.0
            [Social networking marks]
 Q4.0
            Match, eHarmony, I think it's speed dating. I think, yes. Ah,
            let's see. Ah, Singlesnet.
 Q4.1
            [Other social networking marks]
            (No Suggestions). Ah, I can't think of any more off the top of
 Q4.1
            my head.
 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.
            [Likely to access internet in next month]
 Q6.1
 Q6.1
            [Accessed social networking site in past month]
 Q7.0
 Q7.0
            [Likely to access social networking site in next month]
 Q7.1
» Q7.1
            Yes.
```

```
RESPID
          026103
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:
                        No.
          Classmates:
                       No.
          Diqq:
                        Yes.
          Bebo:
          Gather:
                        No.
          Helium:
                        No.
          Goodreads:
                        No.
          Broadmore:
                        No.
           [Accessed internet in past month]
Q6.0
Q6.0
Q6.1
           [Likely to access internet in next month]
Q6.1
          Yes.
Q7.0
           [Accessed social networking site in past month]
Q7.0
           [Likely to access social networking site in next month]
Q7.1
Q7.1
          Don't know.
RESPID
          026159
Q2.0
          18 to 34
Q3.0
          Male
Q4.0
          [Social networking marks]
Q4.0
          Ah, Myspace and Facebook.
Q4.1
          [Other social networking marks]
Q4.1
          I can't.
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
Q6.1
          [Likely to access internet in next month]
Q6.1
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
          026187
          18 to 34
Q2.0
          Male
Q3.0
          [Social networking marks]
Q4.0
          Um, Facebook, Myspace, KSL, craiqslist. Yes, that's about all I
Q4.0
          can think of.
          [Other social networking marks]
Q4.1
          No I can't.
Q4.1
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]
          Yes.
Q6.1
          [Accessed social networking site in past month]
Q7.0
Q7.0
Q7.1
          [Likely to access social networking site in next month]
Q7.1
          Yes.
RESPID
          026248
Q2.0
          50 or above
Q3.0
          Male
          [Social networking marks]
Q4.0
Q4.0
          Ah, I don't know. Facebook, that's about it.
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
Q6.1
          [Likely to access internet in next month]
Q6.1
          Yes.
          [Accessed social networking site in past month]
Q7.0
Q7.0
Q7.1
          [Likely to access social networking site in next month]
Q7.1
          No.
```

```
026265
RESPID
          18 to 34
Q2.0
          Female
Q3.0
          [Social networking marks]
Q4.0
          Facebook, Myspace, Twitter and Ravelry.
Q4.0
          [Other social networking marks]
Q4.1
Q4.1
          Um, not a whole lot.
Q5.0/5.1 Classmates: Yes.
          Digg:
                        Yes.
          Bebo:
                        Yes.
          Gather:
                        No.
                        No.
          Helium:
          Goodreads:
                        No.
          Broadmore:
                        No.
Q6.0
          [Accessed internet in past month]
Q6.0
Q6.1
          [Likely to access internet in next month]
Q6.1
          Yes.
Q7.0
          [Accessed social networking site in past month]
Q7.0
Q7.1
          [Likely to access social networking site in next month]
Q7.1
          Yes.
RESPID
          026271
          50 or above
Q2.0
Q3.0
          Female
Q4.0
          [Social networking marks]
          Mm, Facebook, Twitter and LinkedIn.
Q4.0
          [Other social networking marks]
Q4.1
Q4.1
          I can't think of any.
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
          [Likely to access internet in next month]
Q6.1
Q6.1
          Yes.
          [Accessed social networking site in past month]
Q7.0
07.0
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          Yes.
```

```
RESPID
          026307
          18 to 34
Q2.0
          Female
Q3.0
          [Social networking marks]
Q4.0
          We use Facebook and Twitter and Myspace. A, um, no that's about
Q4.0
          it. Oh there's LinkedIn. Yes that one's more for professional,
          that's all I know about.
          [Other social networking marks]
Q4.1
          No, that's all I can think about.
Q4.1
          Classmates: Yes.
Q5.0/5.1
          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.
          [Accessed social networking site in past month]
Q7.0
Q7.0
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          No.
RESPID
          026331
Q2.0
          18 to 34
Q3.0
          Male
          [Social networking marks]
Q4.0
          That I can think of, Twitter, Facebook.
                                                    That's a great
Q4.0
          question. Those are the ones I use.
Q4.1
          [Other social networking marks]
          Um, um, off the top of my head, I can make some guesses. The
Q4.1
          ones I don't use Myspace. I don't know if blogs are considered
          social networking but I do.
Q5.0/5.1
          Classmates: Yes.
          Digg:
                       No.
          Bebo:
                       No.
          Gather:
                       No.
          Helium:
                       No.
          Goodreads:
                       Yes.
          Broadmore:
                       No.
06.0
          [Accessed internet in past month]
Q6.0
          Yes.
          [Likely to access internet in next month]
Q6.1
Q6.1
          Yes.
          [Accessed social networking site in past month]
Q7.0
Q7.0
Q7.1
          [Likely to access social networking site in next month]
Q7.1
          Yes.
```

```
RESPID
          026403
Q2.0
          18 to 34
Q3.0
          Male
Q4.0
          [Social networking marks]
          Um, Facebook and Myspace.
Q4.0
                                      That's all.
Q4.1
          [Other social networking marks]
Q4.1
Q5.0/5.1
          Twitter:
                        Yes.
          Classmates:
                       Yes.
          Digg:
                       No.
          Bebo:
                        No.
          Gather:
          Helium:
                       No.
          Goodreads:
                       No.
          Broadmore:
                        No.
Q6.0
          [Accessed internet in past month]
Q6.0
Q6.1
          [Likely to access internet in next month]
Q6.1
          Yes.
Q7.0
          [Accessed social networking site in past month]
Q7.0
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          No.
RESPID
          026500
Q2.0
          35 to 49
Q3.0
          Female
Q4.0
          [Social networking marks]
          Um, LinkedIn, Facebook and Myspace.
Q4.0
Q4.1
          [Other social networking marks]
Q4.1
          Um, there's, like foursquare and Digg, that's all I know.
          Twitter:
Q5.0/5.1
                       Yes.
          Classmates:
                       No.
          Bebo:
                       No.
          Gather:
                       No.
          Helium:
                       No.
          Goodreads:
                       Yes.
          Broadmore:
                       No.
Q6.0
          [Accessed internet in past month]
Q6.0
          [Likely to access internet in next month]
Q6.1
Q6.1
          [Accessed social networking site in past month]
Q7.0
Q7.0
Q7.1
          [Likely to access social networking site in next month]
Q7.1
          Yes.
```

```
026506
RESPID
          18 to 34
Q2.0
Q3.0
          Female
Q4.0
          [Social networking marks]
Q4.0
          Facebook.
Q4.1
          [Other social networking marks]
Q4.1
          Um, Myspace and Twitter.
Q5.0/5.1
          Classmates: No.
          Digg:
                        No.
          Bebo:
                        No.
          Gather:
                        No.
          Helium:
                        Yes.
          Goodreads:
                        No.
          Broadmore:
                        No.
Q6.0
          [Accessed internet in past month]
Q6.0
Q6.1
          [Likely to access internet in next month]
Q6.1
          Yes.
          [Accessed social networking site in past month]
Q7.0
Q7.0
Q7.1
          [Likely to access social networking site in next month]
Q7.1
          Yes.
RESPID
          026515
Q2.0
          18 to 34
Q3.0
          Male
Q4.0
          [Social networking marks]
Q4.0
          Um, Facebook, Twitter, LinkedIn. Um, that I use regularly.
Q4.1
          [Other social networking marks]
Q4.1
          Not that I use regularly.
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
Q6.1
          [Likely to access internet in next month]
Q6.1
          Yes.
Q7.0
          [Accessed social networking site in past month]
Q7.0
07.1
          [Likely to access social networking site in next month]
Q7.1
          Yes.
```

```
RESPID
          026577
Q2.0
          50 or above
Q3.0
          Male
Q4.0
           [Social networking marks]
Q4.0
          Ah, Facebook, Myspace and that's all.
           [Other social networking marks]
Q4.1
Q4.1
          I can't think of any right now.
Q5.0/5.1
          Twitter:
                        Yes.
          Classmates:
                        Yes.
          Digg:
          Bebo:
                        No.
          Gather:
                        No.
          Helium:
                        Yes.
          Goodreads:
                        No.
          Broadmore:
                        No.
           [Accessed internet in past month]
Q6.0
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
           [Likely to access social networking site in next month]
Q7.1
Q7.1
          Yes.
RESPID
          026643
Q2.0
          18 to 34
Q3.0
          Female
          [Social networking marks]
Q4.0
Q4.0
          Um, Facebook and Myspace.
Q4.1
          [Other social networking marks]
Q4.1
          Um, LinkedIn. No, that will do it.
Q5.0/5.1
          Twitter:
                        Yes.
          Classmates:
                        Yes.
          Digg:
          Bebo:
                        No.
          Gather:
                        No.
          Helium:
                        No.
          Goodreads:
                        No.
          Broadmore:
                        No.
Q6.0
          [Accessed internet in past month]
Q6.0
Q6.1
          [Likely to access internet in next month]
Q6.1
Q7.0
          [Accessed social networking site in past month]
Q7.0
Q7.1
          [Likely to access social networking site in next month]
Q7.1
          Yes.
```

```
026646
RESPID
          35 to 49
Q2.0
Q3.0
          Male
Q4.0
          [Social networking marks]
          Myspace and Facebook and Twitter, that's it.
Q4.0
          [Other social networking marks]
Q4.1
Q4.1
          That's it.
Q5.0/5.1 Classmates: Yes.
          Digg:
                        No.
          Bebo:
                        No.
          Gather:
                        No.
          Helium:
                        No.
          Goodreads:
                        No.
          Broadmore:
                        Yes.
Q6.0
          [Accessed internet in past month]
Q6.0
          [Likely to access internet in next month]
Q6.1
Q6.1
          Yes.
          [Accessed social networking site in past month]
Q7.0
Q7.0
Q7.1
          [Likely to access social networking site in next month]
Q7.1
          Yes.
RESPID
          026650
Q2.0
          50 or above
Q3.0
          Male
Q4.0
          [Social networking marks]
          Facebook, Twitter and Myspace.
Q4.0
          [Other social networking marks]
Q4.1
Q4.1
          None.
Q5.0/5.1
          Classmates: Yes.
          Digg:
                        No.
          Bebo:
                        No.
          Gather:
                        No.
          Helium:
                        No.
          Goodreads:
                        No.
          Broadmore:
                        No.
          [Accessed internet in past month]
Q6.0
Q6.0
          [Likely to access internet in next month]
Q6.1
Q6.1
          [Accessed social networking site in past month]
Q7.0
Q7.0
          [Likely to access social networking site in next month]
07.1
Q7.1
          Yes.
```

```
RESPID
          026700
          18 to 34
Q2.0
Q3.0
          Male
Q4.0
          [Social networking marks]
Q4.0
          Um, Facebook and Myspace are the only ones that come to mind.
          [Other social networking marks]
Q4.1
          Tweet, that is pretty much it. Twitter.
Q4.1
          Classmates: Yes.
Q5.0/5.1
          Digg:
                       No.
          Bebo:
          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
Q7.0
          [Accessed social networking site in past month]
Q7.0
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          Yes.
RESPID
          027110
Q2.0
          50 or above
Q3.0
          Male
Q4.0
          [Social networking marks]
          Ah, Facebook, ah, Twitter, stuff like that.
Q4.0
          [Other social networking marks]
Q4.1
          Ah, there's a military one I can think of. That's about it, I
Q4.1
          don't really use a social network.
Q5.0/5.1 Classmates: No.
          Digg:
                       No.
          Bebo:
                       No.
          Gather:
                       No.
          Helium:
                       Yes.
          Goodreads:
                       No.
          Broadmore:
                       No.
Q6.0
          [Accessed internet in past month]
Q6.0
Q6.1
          [Likely to access internet in next month]
Q6.1
Q7.0
          [Accessed social networking site in past month]
Q7.0
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          No.
```

```
RESPID
          027345
          35 to 49
Q2.0
Q3.0
          Female
Q4.0
          [Social networking marks]
          The only one is I know of are Myspace and Facebook and Hookt.
Q4.0
Q4.1
          [Other social networking marks]
Q4.1
          None.
Q5.0/5.1
          Twitter:
                        Yes.
          Classmates: Don't know.
          Digg:
                       No.
          Bebo:
                       No.
          Gather:
                        No.
          Helium:
          Goodreads:
                       No.
          Broadmore:
                       No.
Q6.0
          [Accessed internet in past month]
06.0
Q6.1
          [Likely to access internet in next month]
Q6.1
Q7.0
          [Accessed social networking site in past month]
Q7.0
Q7.1
          [Likely to access social networking site in next month]
Q7.1
          Yes.
          027380
RESPID
          18 to 34
Q2.0
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:
          Bebo:
                       No.
          Gather:
                       No.
          Helium:
                       No.
          Goodreads:
                       No.
          Broadmore:
                       No.
Q6.0
          [Accessed internet in past month]
Q6.0
Q6.1
          [Likely to access internet in next month]
Q6.1
          [Accessed social networking site in past month]
Q7.0
Q7.0
          [Likely to access social networking site in next month]
Q7.1
Q7.1
```

```
027505
RESPID
          50 or above
Q2.0
          Female
Q3.0
          [Social networking marks]
Q4.0
          LinkedIn, Twitter and Facebook.
Q4.0
Q4.1
          [Other social networking marks]
Q4.1
          None other.
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
          [Likely to access internet in next month]
Q6.1
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
          027638
          18 to 34
Q2.0
Q3.0
          Male
Q4.0
          [Social networking marks]
          Uh, Facebook, Myspace, Twitter and that's it.
Q4.0
          [Other social networking marks]
Q4.1
Q4.1
          I don't know like Match.
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
          [Likely to access internet in next month]
Q6.1
Q6.1
          Yes.
          [Accessed social networking site in past month]
Q7.0
Q7.0
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          Yes.
```

```
RESPID
          027697
Q2.0
          18 to 34
Q3.0
          Male
Q4.0
          [Social networking marks]
          Sure, Facebook. LinkedIn, it's not a social networking site but
Q4.0
          more of a business networking site.
          [Other social networking marks]
Q4.1
          That's about it.
Q4.1
Q5.0/5.1
          Twitter:
                       Yes.
          Classmates:
                       Yes.
          Digg:
                       Yes.
          Bebo:
                       No.
          Gather:
                       No.
          Helium:
                       No.
          Goodreads:
                       Yes.
          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
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          Yes.
RESPID
          027710
Q2.0
          35 to 49
Q3.0
          Female
Q4.0
          [Social networking marks]
Q4.0
          Um, let's see, yes, sure, Let me think a minute. Yahoo, yes, oh
          I don't know.
Q4.1
          [Other social networking marks]
Q4.1
          I can't think of any more. Not off the top of my head.
Q5.0/5.1
          Facebook:
                       Yes.
          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
Q6.1
          [Likely to access internet in next month]
Q6.1
          Yes.
          [Accessed social networking site in past month]
Q7.0
Q7.0
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          Yes.
```

```
RESPID
          027766
Q2.0
          35 to 49
Q3.0
          Male
Q4.0
          [Social networking marks]
          [None/Don't know.]
Q4.0
Q5.0/5.1
          Facebook:
          Twitter:
                       Yes.
          Classmates: No.
          Digg:
                       No.
          Bebo:
                       No.
          Gather:
          Helium:
                       No.
          Goodreads:
                       No.
          Broadmore:
                       Yes.
Q6.0
          [Accessed internet in past month]
Q6.0
          Yes.
          [Likely to access internet in next month]
Q6.1
Q6.1
          Yes.
          [Accessed social networking site in past month]
Q7.0
Q7.0
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          No.
          027850
RESPID
          18 to 34
Q2.0
Q3.0
          Female
Q4.0
          [Social networking marks]
          Facebook, Myspace, people do Skype and stuff. I don't know what
Q4.0
Q4.1
          [Other social networking marks]
Q4.1
          Yahoo.
Q5.0/5.1
          Classmates: No.
          Digg:
                       No.
          Bebo:
                       No.
          Gather:
                       No.
          Helium:
                       No.
          Goodreads:
                       Yes.
          Broadmore:
                       No.
          [Accessed internet in past month]
06.0
Q6.0
          Yes.
          [Likely to access internet in next month]
Q6.1
Q6.1
          [Accessed social networking site in past month]
Q7.0
Q7.0
          Yes.
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          Yes.
```

```
027935
RESPID
Q2.0
          50 or above
          Female
Q3.0
          [Social networking marks]
Q4.0
          Facebook, um, Twitter, that's really all.
Q4.0
04.1
          [Other social networking marks]
          I don't know of any others.
Q4.1
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
          [Likely to access internet in next month]
Q6.1
Q6.1
          Yes.
          [Accessed social networking site in past month]
Q7.0
Q7.0
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          Yes.
RESPID
          027989
Q2.0
          18 to 34
Q3.0
          Male
Q4.0
          [Social networking marks]
Q4.0
          Facebook, Twitter and Myspace.
Q4.1
          [Other social networking marks]
Q4.1
          None.
Q5.0/5.1
          Classmates: Yes.
          Digg:
                       Yes.
          Bebo:
                       Yes.
          Gather:
                       No.
          Helium:
                       No.
          Goodreads:
                       No.
          Broadmore:
                       No.
          [Accessed internet in past month]
Q6.0
Q6.0
          [Likely to access internet in next month]
Q6.1
Q6.1
          [Accessed social networking site in past month]
Q7.0
Q7.0
Q7.1
          [Likely to access social networking site in next month]
Q7.1
          Yes.
```

```
RESPID
          028145
Q2.0
          50 or above
Q3.0
          Male
          [Social networking marks]
Q4.0
Q4.0
          [None/Don't know.]
Q5.0/5.1
          Facebook:
                       Yes.
          Twitter:
                       Yes.
          Classmates:
                       No.
          Digg:
                       No.
          Bebo:
                       No.
          Gather:
          Helium:
                       Yes.
          Goodreads:
                       No.
          Broadmore:
                       No.
Q6.0
          [Accessed internet in past month]
Q6.0
Q6.1
          [Likely to access internet in next month]
Q6.1
          No.
          [Accessed social networking site in past month]
Q7.0
Q7.0
Q7.1
          [Likely to access social networking site in next month]
Q7.1
          No.
RESPID
          028179
Q2.0
          18 to 34
Q3.0
          Female
Q4.0
          [Social networking marks]
          Um, Facebook and Myspace. Those are the main ones. Yelp and
Q4.0
          Groupon. Am not even sure it constitutes social networking.
Q4.1
          [Other social networking marks]
Q4.1
          I can't think of any. I am sorry. I don't really do a whole
          lot of social networking.
Q5.0/5.1
          Twitter:
                       Yes.
                       Don't know.
          Classmates:
          Diqq:
                       No.
          Bebo:
                       No.
          Gather:
                       No.
          Helium:
                       No.
          Goodreads:
                       Yes.
          Broadmore:
                       No.
          [Accessed internet in past month]
Q6.0
Q6.0
Q6.1
          [Likely to access internet in next month]
Q6.1
          [Accessed social networking site in past month]
Q7.0
Q7.0
          [Likely to access social networking site in next month]
Q7.1
Q7.1.
          Yes.
```

```
RESPID
           028308
Q2.0
           35 to 49
Q3.0
           Male
Q4.0
           [Social networking marks]
Q4.0
           Ah, Facebook, YouTube and Google, uh.
Q4.1
           [Other social networking marks]
          None right now.
Q4.1
Q5.0/5.1
          Twitter:
                        Yes.
           Classmates: Yes.
           Diqq:
                        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
Q7.0
           [Accessed social networking site in past month]
Q7.0
Q7.1
           [Likely to access social networking site in next month]
Q7.1
RESPID
          028361
Q2.0
          18 to 34
Q3.0
          Female
Q4.0
           [Social networking marks]
Q4.0
          Um, Facebook, Twitter, Myspace and that's pretty much all I
Q4.1
           [Other social networking marks]
Q4.1
          No, that's it.
Q5.0/5.1
          Classmates: No.
          Digg:
          Bebo:
                        No.
          Gather:
                        No.
          Helium:
                        No.
          Goodreads:
                        No.
          Broadmore:
                        No.
Q6.0
           [Accessed internet in past month]
Q6.0
Q6.1
           [Likely to access internet in next month]
Q6.1
Q7.0
           [Accessed social networking site in past month]
Q7.0
          [Likely to access social networking site in next month]
Q7.1
Q7.1
```

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