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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 3.pdf (50 pages)(1328063 bytes)

RESPID 028688
Q2.0 13 to 17
Q3.0 Male
Q4.0 [Social networking marks]
Q4.0 Facebook, um, Myspace, Twitter, not that many that come to mind.
Q4.1 [Other social networking marks]
Q4.1 Not that many that come to mind.
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 Yes.

RESPID 028694
Q2.0 18 to 34
Q3.0 Female
Q4.0 [Social networking marks]
Q4.0 Twitter, Facebook and Myspace. None.
Q4.1 [Other social networking marks]
Q4.1 None.
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 028723
 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 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 028818
 Q2.0 35 to 49
 Q3.0 Female
 Q4.0 [Social networking marks]
 Q4.0 Um, that I used Facebook and I forget the other one.
 Q4.1 [Other social networking marks]
 Q4.1 Yahoo or dating sites, just Yahoo, or MSN, stuff like that.
 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 028846
 Q2.0 35 to 49
 Q3.0 Male
 Q4.0 [Social networking marks]
 Q4.0 Facebook, uh, and Myspace.
 Q4.1 [Other social networking marks]
 Q4.1 No.
 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 No.
 Q7.1 [Likely to access social networking site in next month]
 Q7.1 No.

RESPID 028876
 Q2.0 35 to 49
 Q3.0 Female
 Q4.0 [Social networking marks]
 Q4.0 Facebook.
 Q4.1 [Other social networking marks]
 Q4.1 That's it. 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 028899
 Q2.0 18 to 34
 Q3.0 Female
 Q4.0 [Social networking marks]
 Q4.0 Facebook.
 Q4.1 [Other social networking marks]
 Q4.1 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 028903
 Q2.0 18 to 34
 Q3.0 Male
 Q4.0 [Social networking marks]
 Q4.0 Um, Blogspot, Facebook, Twitter, um, I don't know, I guess, Skype but I don't think that's one.
 Q4.1 [Other social networking marks]
 Q4.1 Uh, Myspace, I forgot that one.
 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 028990
 Q2.0 35 to 49
 Q3.0 Female
 Q4.0 [Social networking marks]
 Q4.0 Only one is 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 029076
 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 029093
 Q2.0 13 to 17
 Q3.0 Male
 Q4.0 [Social networking marks]
 Q4.0 Facebook and German sites.
 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 No.
 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 029101
 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 029151
 Q2.0 35 to 49
 Q3.0 Male
 Q4.0 [Social networking marks]
 Q4.0 Facebook.
 Q4.1 [Other social networking marks]
 Q4.1 Twitter.
 Q5.0/5.1 Classmates: No.
 Digg: No.
 Bebo: No.
 Gather: Yes.
 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 029167
 Q2.0 13 to 17
 Q3.0 Male
 Q4.0 [Social networking marks]
 Q4.0 Like Facebook, Twitter, Myspace and that is all the ones I really know.
 Q4.1 [Other social networking marks]
 Q4.1 That's all the ones I really know.
 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 029229
 Q2.0 18 to 34
 Q3.0 Male
 Q4.0 [Social networking marks]
 Q4.0 Facebook and LinkedIn.
 Q4.1 [Other social networking marks]
 Q4.1 Ah, I can think of Myspace but I don't use it.
 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 No.

RESPID 029235
 Q2.0 35 to 49
 Q3.0 Male
 Q4.0 [Social networking marks]
 Q4.0 Myspace, Facebook, Twitter, and LinkedIn.
 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 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 029271
Q2.0 50 or above
Q3.0 Female
Q4.0 [Social networking marks]
Q4.0 Yahoo, um, Yahoo and let's see AOL. I get Instant Messenger on AOL. Mm, whatever Facebook is, I don't know.
Q4.1 [Other social networking marks]
Q4.1 Um, I don't know.
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 029281
Q2.0 18 to 34
Q3.0 Female
Q4.0 [Social networking marks]
Q4.0 Facebook, Twitter, like social networking like email?
Q4.1 [Other social networking marks]
Q4.1 Yes, email.
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 029305
 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 Uh, I really don't know.
 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 029342
 Q2.0 50 or above
 Q3.0 Female
 Q4.0 [Social networking marks]
 Q4.0 [None/Don't know.]
 Q5.0/5.1 Broadmore: No.
 Facebook: Yes.
 Twitter: Yes.
 Classmates: No.
 Digg: No.
 Bebo: No.
 Gather: 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 029361
 Q2.0 50 or above
 Q3.0 Male
 Q4.0 [Social networking marks]
 Q4.0 Uh, Facebook, LinkedIn, uh, I guess that's really about it.
 Q4.1 [Other social networking marks]
 Q4.1 Uh, no, I'm not too big on this.
 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 No.
 Q7.1 [Likely to access social networking site in next month]
 Q7.1 No.

RESPID 029363
 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 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 029400
 Q2.0 13 to 17
 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 029417
 Q2.0 50 or above
 Q3.0 Female
 Q4.0 [Social networking marks]
 Q4.0 Facebook.
 Q4.1 [Other social networking marks]
 Q4.1 It's 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.
 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 029484
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 Those are the only three I can think 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 No.
Q7.1 [Likely to access social networking site in next month]
Q7.1 Yes.

RESPID 029494
Q2.0 35 to 49
Q3.0 Female
Q4.0 [Social networking marks]
Q4.0 Facebook, Myspace, um, some MyLife or something like that.
Twitter, I think that's one isn't.
Q4.1 [Other social networking marks]
Q4.1 None.
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 029550
 Q2.0 50 or above
 Q3.0 Male
 Q4.0 [Social networking marks]
 Q4.0 Uh, Facebook, Twitter. I mean there's various ones on Yahoo and stuff but Facebook and Twitter are the two biggest ones recognized by the whole world.
 Q4.1 [Other social networking marks]
 Q4.1 Well, like I said Yahoo has one, Gmail has one. I mean there all kinds of them you know. I couldn't name every one. Personally I'm only involved in them if I have to be.
 Q5.0/5.1 Classmates: Yes.
 Digg: No.
 Bebo: No.
 Gather: Yes.
 Helium: No.
 Goodreads: No.
 Broadmore: Yes.
 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 029559
 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 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 029591
Q2.0 50 or above
Q3.0 Female
Q4.0 [Social networking marks]
Q4.0 Facebook 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 029606
Q2.0 35 to 49
Q3.0 Female
Q4.0 [Social networking marks]
Q4.0 Facebook, Myspace and that's it.
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 No.

RESPID 029643
 Q2.0 50 or above
 Q3.0 Male
 Q4.0 [Social networking marks]
 Q4.0 Facebook and Twitter.
 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 029680
 Q2.0 50 or above
 Q3.0 Female
 Q4.0 [Social networking marks]
 Q4.0 Facebook.
 Q4.1 [Other social networking marks]
 Q4.1 I can't. I don't know of any others.
 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 029707
 Q2.0 18 to 34
 Q3.0 Female
 Q4.0 [Social networking marks]
 Q4.0 Twitter. I have no idea. I don't play that.
 Q4.1 [Other social networking marks]
 Q4.1 None.
 Q5.0/5.1 Facebook: 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 029771
 Q2.0 18 to 34
 Q3.0 Female
 Q4.0 [Social networking marks]
 Q4.0 Um, Facebook and Myspace.
 Q4.1 [Other social networking marks]
 Q4.1 Um, I don't know if LinkedIn is a social networking website but
 my husband uses it for business.
 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 029772
 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: 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 029876
 Q2.0 13 to 17
 Q3.0 Male
 Q4.0 [Social networking marks]
 Q4.0 Facebook, Twitter, Myspace and that's about it.
 Q4.1 [Other social networking marks]
 Q4.1 Uh, none.
 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 029896
 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: Yes.
 Bebo: Yes.
 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 No.

RESPID 029977
 Q2.0 35 to 49
 Q3.0 Male
 Q4.0 [Social networking marks]
 Q4.0 Uh, you have Facebook and, oh, there's that other one that went out. Um, I forget what that one was, uh.
 Q4.1 [Other social networking marks]
 Q4.1 Google and Yahoo. Those aren't really networking sites, but information services. I know some people use Yahoo chat or different chat rooms.
 Q5.0/5.1 Twitter: Yes.
 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 Yes.
 Q7.1 [Likely to access social networking site in next month]
 Q7.1 Don't know.

RESPID 029991
 Q2.0 13 to 17
 Q3.0 Male
 Q4.0 [Social networking marks]
 Q4.0 Facebook, hm, Myspace and that's it.
 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 Yes.

RESPID 030002
 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.
 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 030039
 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 That's it. That's all I got.
 Q5.0/5.1 Classmates: No.
 Digg: Yes.
 Bebo: No.
 Gather: Yes.
 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 030082
 Q2.0 13 to 17
 Q3.0 Male
 Q4.0 [Social networking marks]
 Q4.0 Uh, Facebook, Myspace and Twitter.
 Q4.1 [Other social networking marks]
 Q4.1 Uh, Formspring.
 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 030118
 Q2.0 13 to 17
 Q3.0 Female
 Q4.0 [Social networking marks]
 Q4.0 Facebook, Twitter, Myspace, I guess.
 Q4.1 [Other social networking marks]
 Q4.1 Um, I don't know.
 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 030123
 Q2.0 50 or above
 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: 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 No.
 Q7.1 [Likely to access social networking site in next month]
 Q7.1 No.

RESPID 030130
Q2.0 50 or above
Q3.0 Male
Q4.0 [Social networking marks]
Q4.0 Facebook and Myspace.
Q4.1 [Other social networking marks]
Q4.1 No.
Q5.0/5.1 Twitter: Yes.
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 030151
Q2.0 35 to 49
Q3.0 Male
Q4.0 [Social networking marks]
Q4.0 Facebook and Twitter.
Q4.1 [Other social networking marks]
Q4.1 That's it.
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 No.
Q7.1 [Likely to access social networking site in next month]
Q7.1 No.

RESPID 030171
 Q2.0 18 to 34
 Q3.0 Female
 Q4.0 [Social networking marks]
 Q4.0 Facebook, Twitter and Myspace.
 Q4.1 [Other social networking marks]
 Q4.1 I know there are professional ones but I can't think of any
 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 030232
 Q2.0 35 to 49
 Q3.0 Male
 Q4.0 [Social networking marks]
 Q4.0 Facebook. The only one that I use.
 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 Yes..

RESPID 030251
 Q2.0 50 or above
 Q3.0 Male
 Q4.0 [Social networking marks]
 Q4.0 Let's see, Facebook, Twitter, I don't know too many others, and I don't use any of them so, those are the only two I can think of.
 Q4.1 [Other social networking marks]
 Q4.1 I really don't know any others to tell you the truth.
 Q5.0/5.1 Classmates: No.
 Digg: Yes.
 Bebo: No.
 Gather: No.
 Helium: No.
 Goodreads: No.
 Broadmore: Yes.
 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 030252
 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 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 030259
 Q2.0 50 or above
 Q3.0 Male
 Q4.0 [Social networking marks]
 Q4.0 Facebook, Twitter, Facebook, Lacebook, and foursquare, LinkedIn.
 Q4.1 [Other social networking marks]
 Q4.1 None.
 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 030289
 Q2.0 13 to 17
 Q3.0 Female
 Q4.0 [Social networking marks]
 Q4.0 Facebook, Myspace, um, Google. I don't know, I think something
 of a social network.
 Q4.1 [Other social networking marks]
 Q4.1 I can't think of any.
 Q5.0/5.1 Twitter: Yes.
 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 No.
 Q7.1 [Likely to access social networking site in next month]
 Q7.1 No.

RESPID 030291
Q2.0 35 to 49
Q3.0 Male
Q4.0 [Social networking marks]
Q4.0 Ah, Facebook, um, I guess Twitter and I think LinkedIn, but that's more professional and that's about it.
Q4.1 [Other social networking marks]
Q4.1 None that I can think of.
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 030295
Q2.0 13 to 17
Q3.0 Male
Q4.0 [Social networking marks]
Q4.0 Facebook. Myspace, Twitter and that's about it.
Q4.1 [Other social networking marks]
Q4.1 None.
Q5.0/5.1 Classmates: Yes.
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 No.

RESPID 030314
 Q2.0 50 or above
 Q3.0 Female
 Q4.0 [Social networking marks]
 Q4.0 You mean like Facebook? That's it.
 Q4.1 [Other social networking marks]
 Q4.1 Myspace. I don't know, I'm not up on the computer.
 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 030323
 Q2.0 35 to 49
 Q3.0 Female
 Q4.0 [Social networking marks]
 Q4.0 Ah, Facebook, that's all I can think of.
 Q4.1 [Other social networking marks]
 Q4.1 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 Yes.
 Q7.1 [Likely to access social networking site in next month]
 Q7.1 Yes.

RESPID 030347
Q2.0 35 to 49
Q3.0 Female
Q4.0 [Social networking marks]
Q4.0 Uh, Facebook, um, that's about the only one.
Q4.1 [Other social networking marks]
Q4.1 Hm, actually, I don't know that's the only one that I use.
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 030397
Q2.0 18 to 34
Q3.0 Male
Q4.0 [Social networking marks]
Q4.0 Uh, Facebook, Myspace, eHarmony, uh, and Twitter.
Q4.1 [Other social networking marks]
Q4.1 Eh, nothing.
Q5.0/5.1 Classmates: No.
Digg: Yes.
Bebo: No.
Gather: No.
Helium: No.
Goodreads: No.
Broadmore: Yes.
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 030424
 Q2.0 35 to 49
 Q3.0 Female
 Q4.0 [Social networking marks]
 Q4.0 Uh, Facebook, Twitter and Myspace.
 Q4.1 [Other social networking marks]
 Q4.1 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.
 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 030439
 Q2.0 18 to 34
 Q3.0 Male
 Q4.0 [Social networking marks]
 Q4.0 Twitter, Facebook, Myspace, um, I don't know.
 Q4.1 [Other social networking marks]
 Q4.1 Uh, date websites, eHarmony.
 Q5.0/5.1 Classmates: No.
 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 030491
Q2.0 50 or above
Q3.0 Male
Q4.0 [Social networking marks]
Q4.0 Ah, Google, um.
Q4.1 [Other social networking marks]
Q4.1 Hotmail, I don't know if that's one or not.
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 030492
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: No.
Gather: No.
Helium: Yes.
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 030520
 Q2.0 18 to 34
 Q3.0 Female
 Q4.0 [Social networking marks]
 Q4.0 Social? Twitter and Facebook.
 Q4.1 [Other social networking marks]
 Q4.1 That's about it right now.
 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 030611
 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 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 030634
 Q2.0 50 or above
 Q3.0 Female
 Q4.0 [Social networking marks]
 Q4.0 Facebook.
 Q4.1 [Other social networking marks]
 Q4.1 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 030650
 Q2.0 50 or above
 Q3.0 Male
 Q4.0 [Social networking marks]
 Q4.0 Um, let's see, well, social like, um, Facebook. Thinking
 Twitter. That one comes to mind.
 Q4.1 [Other social networking marks]
 Q4.1 Hm, none at this point.
 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 030711
 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: 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 030727
 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 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 030763
 Q2.0 18 to 34
 Q3.0 Male
 Q4.0 [Social networking marks]
 Q4.0 Facebook.
 Q4.1 [Other social networking marks]
 Q4.1 Ah, I only use Facebook.
 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 030784
 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 030798
Q2.0 50 or above
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: 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 030802
Q2.0 18 to 34
Q3.0 Female
Q4.0 [Social networking marks]
Q4.0 Facebook, sneeze, no, that's the only one.
Q4.1 [Other social networking marks]
Q4.1 Twitter, uh, that's about 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 Yes.
Q7.1 [Likely to access social networking site in next month]
Q7.1 Yes.

RESPID 030810
 Q2.0 13 to 17
 Q3.0 Male
 Q4.0 [Social networking marks]
 Q4.0 Ah, yes, I don't know of any, Facebook, Myspace, Twitter, that's it.
 Q4.1 [Other social networking marks]
 Q4.1 None at all sorry, mm, I don't know.
 Q5.0/5.1 Classmates: No.
 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 030854
 Q2.0 18 to 34
 Q3.0 Female
 Q4.0 [Social networking marks]
 Q4.0 Facebook.
 Q4.1 [Other social networking marks]
 Q4.1 Um, Myspace but it's gay.
 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 030891
 Q2.0 50 or above
 Q3.0 Female
 Q4.0 [Social networking marks]
 Q4.0 [None/Don't know.]
 Q5.0/5.1 Facebook: No.
 Twitter: No.
 Classmates: Yes.
 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 030952
 Q2.0 13 to 17
 Q3.0 Male
 Q4.0 [Social networking marks]
 Q4.0 Um, Facebook, Myspace, um, myYearbook. Those are the only ones I know.
 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 030965
 Q2.0 35 to 49
 Q3.0 Female
 Q4.0 [Social networking marks]
 Q4.0 Facebook, Twitter and Myspace.
 Q4.1 [Other social networking marks]
 Q4.1 None that I can think 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 030977
 Q2.0 35 to 49
 Q3.0 Female
 Q4.0 [Social networking marks]
 Q4.0 Facebook, Myspace and LinkedIn.
 Q4.1 [Other social networking marks]
 Q4.1 Um, that's about it. Twitter, I forgot about Twitter, sorry.
 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 030986
 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 I know there are like dating sites. Yes those are the only ones
 I can think of.
 Q5.0/5.1 Classmates: Yes.
 Digg: Yes.
 Bebo: Yes.
 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 031006
 Q2.0 35 to 49
 Q3.0 Female
 Q4.0 [Social networking marks]
 Q4.0 Uhm, Myspace, Facebook, Twitter, uhm, I guess Twitter. Well,
 yes, I guess that's Twitter is a social networking site. I
 guess that's all I can think of.
 Q4.1 [Other social networking marks]
 Q4.1 Of other social networking sites? I guess that's all I got.
 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 031019
 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: 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 031085
 Q2.0 35 to 49
 Q3.0 Female
 Q4.0 [Social networking marks]
 Q4.0 Um, Facebook that would be it that I could think of.
 Q4.1 [Other social networking marks]
 Q4.1 Um, I'm thinking Twitter is one but I don't know if that's right or not.
 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 031120
 Q2.0 35 to 49
 Q3.0 Female
 Q4.0 [Social networking marks]
 Q4.0 That I can think of. The only one I can think of is Facebook.
 Q4.1 [Other social networking marks]
 Q4.1 I can't think of any, I just told you that.
 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 031121
 Q2.0 18 to 34
 Q3.0 Female
 Q4.0 [Social networking marks]
 Q4.0 Facebook, Myspace, LinkedIn, Twitter, I'll stop there.
 Q4.1 [Other social networking marks]
 Q4.1 Not really. Not that I come in contact with too often.
 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 031180
 Q2.0 50 or above
 Q3.0 Female
 Q4.0 [Social networking marks]
 Q4.0 Uh, Facebook.
 Q4.1 [Other social networking marks]
 Q4.1 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 031188
 Q2.0 18 to 34
 Q3.0 Female
 Q4.0 [Social networking marks]
 Q4.0 Um, Myspace, Twitter, Facebook and I believe there's one called Tagged.
 Q4.1 [Other social networking marks]
 Q4.1 Another one called Tumblr I think.
 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 031277
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: Don't know.
Helium: Yes.
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 031292
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 Don't know.
Q7.1 [Likely to access social networking site in next month]
Q7.1 No.

RESPID 031315
Q2.0 50 or above
Q3.0 Male
Q4.0 [Social networking marks]
Q4.0 Facebook, uhm, let's see, on the internet, is the other, I can't think of the name of, there's too many things on the internet. You can tweet but that's not really on the internet, is it. That's all I can think of.
Q4.1 [Other social networking marks]
Q4.1 Besides blog. The other thing blogs would be a social thing, that's all I can think of.
Q5.0/5.1 Twitter: Yes.
Classmates: Yes.
Digg: No.
Bebo: Don't know.
Gather: Don't know.
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 031336
Q2.0 13 to 17
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 031384
 Q2.0 18 to 34
 Q3.0 Female
 Q4.0 [Social networking marks]
 Q4.0 [None/Don't know.]
 Q5.0/5.1 Facebook: No.
 Twitter: No.
 Classmates: Yes.
 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 No.

RESPID 031392
 Q2.0 50 or above
 Q3.0 Male
 Q4.0 [Social networking marks]
 Q4.0 Facebook, Myspace and can't think of any others.
 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 031393
 Q2.0 35 to 49
 Q3.0 Female
 Q4.0 [Social networking marks]
 Q4.0 Like Facebook. I don't use any of them so.
 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 031408
 Q2.0 50 or above
 Q3.0 Male
 Q4.0 [Social networking marks]
 Q4.0 Only one I can think of would be Facebook. That's the only one I can think of.
 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 Yes.

RESPID 031462
 Q2.0 35 to 49
 Q3.0 Male
 Q4.0 [Social networking marks]
 Q4.0 Ah, let's see, there's Twitter, LinkedIn, Facebook and Myspace
 is still around. Ah, that's all I can think of.
 Q4.1 [Other social networking marks]
 Q4.1 No others.
 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 031494
 Q2.0 35 to 49
 Q3.0 Male
 Q4.0 [Social networking marks]
 Q4.0 Facebook, Myspace, Twitter, Digg and that's all I got.
 Q4.1 [Other social networking marks]
 Q4.1 None.
 Q5.0/5.1 Classmates: 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 No.
 Q7.1 [Likely to access social networking site in next month]
 Q7.1 No.

RESPID 031495
 Q2.0 50 or above
 Q3.0 Female
 Q4.0 [Social networking marks]
 Q4.0 All that I can think of? Facebook, Twitter, Myspace and that's all that I can think of. There are blogs.
 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: Yes.
 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 031507
 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: 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 031527
Q2.0 50 or above
Q3.0 Female
Q4.0 [Social networking marks]
Q4.0 YouTube and Facebook.
Q4.1 [Other social networking marks]
Q4.1 Skype, that's about 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 Don't know.

RESPID 031554
Q2.0 18 to 34
Q3.0 Female
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: No.
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 Yes.
Q7.1 [Likely to access social networking site in next month]
Q7.1 Yes.