ESTTA Tracking number:

ESTTA478190 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 4.pdf (50 pages)(1334780 bytes)

```
RESPID
          031579
Q2.0
          50 or above
Q3.0
          Male
          [Social networking marks]
Q4.0
Q4.0
          [None/Don't know.]
Q5.0/5.1
          Facebook:
          Twitter:
                       Yes.
          Classmates:
                       No.
          Digg:
                       No.
          Bebo:
                       No.
          Gather:
          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
          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.
          031593
RESPID
          50 or above
Q2.0
Q3.0
          Female
Q4.0
          [Social networking marks]
Q4.0
          Facebook or Yahoo, Gmail, gosh there's a bunch of them.
          [Other social networking marks]
Q4.1
Q4.1
          Well, there's Yahoo Messenger. There's, um, I can't think.
Q5.0/5.1
          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
Q7.1
          [Likely to access social networking site in next month]
Q7.1
          Yes.
```

```
RESPID
          031601
Q2.0
          35 to 49
Q3.0
          Female
Q4.0
          [Social networking marks]
Q4.0
          Facebook.
Q4.1
          [Other social networking marks]
          That's it.
Q4.1
Q5.0/5.1
          Twitter:
                        Yes.
          Classmates: Yes.
          Digg:
                       No.
          Bebo:
                        No.
          Gather:
                        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
          031640
Q2.0
          13 to 17
Q3.0
          Female
Q4.0
          [Social networking marks]
Q4.0
          Like what do you mean? I don't really go on any. Like Facebook
          or something.
Q4.1
          [Other social networking marks]
Q4.1
          I don't know.
Q5.0/5.1
          Twitter:
                       Yes.
          Classmates: No.
          Digg:
                       No.
          Bebo:
                       No.
          Gather:
                       No.
          Helium:
                       No.
          Goodreads:
                       No.
          Broadmore:
                       No.
Q6.0
          [Accessed internet in past month]
Q6.0
          Yes.
          [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
          No.
```

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```
RESPID
          031673
          50 or above
Q2.0
          Male
Q3.0
          [Social networking marks]
Q4.0
          LinkedIn and Facebook.
Q4.0
          [Other social networking marks]
Q4.1
          That is probably about it.
Q4.1
Q5.0/5.1 Twitter:
                       Yes.
          Classmates:
                       No.
          Digg:
                       No.
          Bebo:
                       No.
          Gather:
          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
          031679
Q2.0
          13 to 17
Q3.0
          Female
Q4.0
          [Social networking marks]
          Um, Facebook, Twitter, um, and Myspace.
Q4.0
Q4.1
          [Other social networking marks]
Q4.1
          Um, oh God, I think that's it.
Q5.0/5.1
          Classmates: Yes.
          Digg:
                       No.
          Bebo:
                       No.
          Gather:
                       No.
          Helium:
          Goodreads:
                       No.
                       No.
          Broadmore:
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
          Yes.
Q7.1
```

```
RESPID
          031693
          50 or above
Q2.0
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:
          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
          Yes.
Q7.1
          [Likely to access social networking site in next month]
Q7.1
          Yes.
RESPID
          031702
Q2.0
          50 or above
Q3.0
          Male
Q4.0
          [Social networking marks]
          YouTube, um, Google. Hm, well, then there's, geez, we don't go
Q4.0
          to that one much anymore.
          [Other social networking marks]
Q4.1
          Hm, no, not at this time, okay.
Q4.1
Q5.0/5.1
          Facebook:
          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]
07.0
Q7.0
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          Yes.
```

```
031703
RESPID
Q2.0
          35 to 49
Q3.0
          Female
          [Social networking marks]
Q4.0
          [None/Don't know.]
Q4.0
Q5.0/5.1
          Facebook:
          Twitter:
                       Yes.
          Classmates: No.
          Digg:
                       No.
          Bebo:
                       No.
          Gather:
          Helium:
                       No.
                       No.
          Goodreads:
          Broadmore:
                       No.
Q6.0
          [Accessed internet in past month]
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.
          031741
RESPID
          35 to 49
Q2.0
Q3.0
          Male
Q4.0
          [Social networking marks]
          Ah, Facebook, that's really it. Oh Myspace.
Q4.0
          [Other social networking marks]
Q4.1
Q4.1
          I just gave them to you.
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.
```

```
031828
RESPID
Q2.0
          35 to 49
Q3.0
          Female
Q4.0
          [Social networking marks]
          Facebook, uhm, Myspace, Twitter, that's all I can think of.
Q4.0
Q4.1
          [Other social networking marks]
          None at the top of my head.
Q4.1
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
          [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
          031836
          35 to 49
Q2.0
Q3.0
          Male
Q4.0
          [Social networking marks]
          Uh, Facebook, uh, uh, Yahoo groups, MSN, that's all I can think
Q4.0
          of off-hand.
Q4.1
          [Other social networking marks]
Q4.1
          Uh, oh, Twitter, that's one more I can think of.
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.
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
          Yes.
```

```
RESPID
          031848
Q2.0
          35 to 49
          Female
Q3.0
          [Social networking marks]
Q4.0
Q4.0
          The Pogo.
04.1
          [Other social networking marks]
          Um, does Yahoo count?
Q4.1
          Facebook:
Q5.0/5.1
                        Yes.
          Twitter:
                        Yes.
          Classmates: Yes.
          Digg:
          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
           [Likely to access social networking site in next month]
Q7.1
Q7.1
          Yes.
RESPID
          031849
Q2.0
          50 or above
Q3.0
          Female
Q4.0
          [Social networking marks]
Q4.0
          Ah, Facebook, Twitter, um, LinkedIn, mm, social networking,
          that's all I can think of off the bat.
Q4.1
          [Other social networking marks]
Q4.1
          Not right now.
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
          [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
          031864
Q2.0
          50 or above
Q3.0
          Female
Q4.0
          [Social networking marks]
          Uh, Facebook, mm, Myspace, uh, that's about it I think.
Q4.0
Q4.1
          [Other social networking marks]
          Online, I don't know. Twitter. I don't and there's another one
Q4.1
          there. Maybe it's tweet, I don't know.
          Classmates: Yes.
Q5.0/5.1
          Digg:
                       Yes.
          Bebo:
                       Don't know.
          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
Q7.1
          [Likely to access social networking site in next month]
Q7.1
          No.
RESPID
          031917
Q2.0
          35 to 49
Q3.0
          Female
Q4.0
          [Social networking marks]
Q4.0
          Myspace, Facebook, Classmates, and Twitter. I don't really
          think Twitter is what you are looking for.
Q4.1
          [Other social networking marks]
Q4.1
          No.
Q5.0/5.1 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
Q7.1
          [Likely to access social networking site in next month]
Q7.1
          Yes.
```

```
032067
RESPID
Q2.0
          35 to 49
Q3.0
          Male
Q4.0
          [Social networking marks]
          Uhm, Facebook, Twitter, Myspace, I guess that's it.
Q4.0
Q4.1
          [Other social networking marks]
Q4.1
          Uhm, none.
Q5.0/5.1 Classmates:
                      Yes.
          Digg:
                       Yes.
          Bebo:
                       No.
          Gather:
          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.
          032109
RESPID
          50 or above
Q2.0
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]
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
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          No.
```

```
RESPID
          032136
          50 or above
Q2.0
          Male
Q3.0
          [Social networking marks]
Q4.0
Q4.0
          Ah, Facebook.
          [Other social networking marks]
Q4.1
          I don't know of any.
Q4.1
          Twitter:
Q5.0/5.1
                       Yes.
          Classmates:
                       No.
          Digg:
          Bebo:
          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
RESPID
          032142
          35 to 49
Q2.0
Q3.0
          Female
          [Social networking marks]
Q4.0
          Um, Facebook, um, I don't know.
                                            I can't think of anything else.
Q4.0
Q4.1
          [Other social networking marks]
Q4.1
          I can't think of any.
Q5.0/5.1 Twitter:
                       Yes.
          Classmates:
                       No.
          Digg:
          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
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          Yes.
```

```
RESPID
          032146
          35 to 49
Q2.0
          Female
Q3.0
          [Social networking marks]
Q4.0
          That I can think of, Facebook, Myspace, um and Twitter.
Q4.0
          [Other social networking marks]
04.1
          Um, there's like Match. All those. Those are all that come to
Q4.1
          mind to be honest with you.
Q5.0/5.1
          Classmates: No.
          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
RESPID
          032156
          35 to 49
Q2.0
          Female
Q3.0
          [Social networking marks]
Q4.0
          Name what? What I can think of, Facebook and Myspace.
Q4.0
          [Other social networking marks]
Q4.1
          That's it.
Q4.1
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
          Yes.
Q7.0
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          Yes.
```

```
032214
RESPID
Q2.0
          18 to 34
Q3.0
          Female
Q4.0
          [Social networking marks]
          Um, probably Twitter and Facebook and LinkedIn.
Q4.0
Q4.1
          [Other social networking marks]
Q4.1
          Um, that's it.
          Classmates: No.
Q5.0/5.1
                       No.
          Digg:
          Bebo:
                        No.
          Gather:
          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
          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.
          032253
RESPID
          50 or above
Q2.0
Q3.0
          Female
Q4.0
          [Social networking marks]
Q4.0
          Facebook and Twitter.
Q4.1
          [Other social networking marks]
Q4.1
          No.
Q5.0/5.1
          Classmates: No.
          Digg:
                       No.
          Bebo:
                       No.
          Gather:
                       No.
          Helium:
                       No.
          Goodreads:
                        No.
                       No.
          Broadmore:
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.
```

```
032262
RESPID
02.0
          18 to 34
Q3.0
          Female
          [Social networking marks]
Q4.0
          Um, Myspace and Facebook.
Q4.0
Q4.1
          [Other social networking marks]
Q4.1
          None.
Q5.0/5.1
          Twitter:
                       Yes.
          Classmates: Yes.
          Digg:
                       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.
Q7.0
          [Accessed social networking site in past month]
Q7.0
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          032359
RESPID
02.0
          50 or above
Q3.0
          Female
Q4.0
          [Social networking marks]
          Facebook, Yahoo, Twitter, Classmates, that is all that comes to
Q4.0
          mind right now.
Q4.1
          [Other social networking marks]
          Do you have the four I gave you. I'm thinking none. I am not
Q4.1
          an everyday internet user.
Q5.0/5.1 Digg:
                       No.
          Bebo:
                       No.
          Gather:
                       No.
          Helium:
                       Yes.
                       No.
          Goodreads:
          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
          Yes.
```

```
RESPID
            032380
            35 to 49
 Q2.0
            Female
 Q3.0
            [Social networking marks]
 04.0
            Um, Facebook, Myspace, ah, that's all I can think of.
 04.0
            [Other social networking marks]
 04.1
            Um, there's a business one but I can't think of it.
 Q4.1
           Twitter:
 Q5.0/5.1
                         Yes.
            Classmates: Yes.
            Digg:
            Bebo:
                         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.
 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
            032387
 Q2.0
            18 to 34
            Female
 Q3.0
            [Social networking marks]
 Q4.0
            Um, there's Facebook, Myspace, Twitter and LinkedIn.
 Q4.0
 Q4.1
            [Other social networking marks]
            Okay, um, I think that's it.
 Q4.1
 Q5.0/5.1 Classmates: Yes.
            Digg:
                         No.
            Bebo:
                         Yes.
            Gather:
                         No.
            Helium:
                         Yes.
            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
27.0
            Yes.
            [Likely to access social networking site in next month]
 Q7.1
 Q7.1
            Yes.
```

```
RESPID
          032416
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:
                        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
Q7.1
          [Likely to access social networking site in next month]
Q7.1
          No.
          032448
RESPID
          18 to 34
Q2.0
Q3.0
          Female
Q4.0
          [Social networking marks]
          Um, Facebook and Myspace.
Q4.0
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
          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.
```

```
RESPID
          032466
Q2.0
          50 or above
          Female
Q3.0
04.0
          [Social networking marks]
Q4.0
          Uh, Twitter, Facebook and Myspace.
          [Other social networking marks]
Q4.1
          None.
Q4.1
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
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          No.
RESPID
          032558
Q2.0
          50 or above
Q3.0
          Male
Q4.0
          [Social networking marks]
Q4.0
          The only one I know of is Facebook.
          [Other social networking marks]
04.1
          I don't know any other ones.
Q4.1
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
          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
          032569
          50 or above
Q2.0
          Male
Q3.0
          [Social networking marks]
Q4.0
Q4.0
          Uh, Facebook, that's it.
          [Other social networking marks]
Q4.1
          Oh gosh, uhm, no I can't think of any.
Q4.1
          Twitter:
                       Yes.
Q5.0/5.1
          Classmates: No.
          Diag:
          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
          [Likely to access social networking site in next month]
Q7.1
Q7.1
RESPID
          032595
Q2.0
          50 or above
Q3.0
          Female
          [Social networking marks]
Q4.0
          Facebook and Myspace.
Q4.0
Q4.1
          [Other social networking marks]
Q4.1
          No.
Q5.0/5.1
          Twitter:
                       No.
          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
          [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
          032618
Q2.0
          50 or above
Q3.0
          Female
Q4.0
          [Social networking marks]
Q4.0
          Facebook, um, Twitter. Oh let's see Myspace is that still on
          there. Oh that's about it.
Q4.1
          [Other social networking marks]
          I don't know, does Yahoo have one. I don't know.
Q4.1
Q5.0/5.1
          Classmates: Don't know.
                       No.
          Digg:
          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.
RESPID
          032642
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: 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
Q7.0
          [Accessed social networking site in past month]
Q7.0
Q7.1
          [Likely to access social networking site in next month]
Q7.1
```

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```
032660
RESPID
          50 or above
Q2.0
          Male
Q3.0
           [Social networking marks]
Q4.0
           Oh, okay, let's go with Twitter. Ah, ah, all right, um, that's
Q4.0
           about it.
Q4.1
           [Other social networking marks]
Q4.1
          Um, Facebook.
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.
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
          032701
Q2.0
          50 or above
Q3.0
          Male
           [Social networking marks]
Q4.0
          Social networking. craigslist, Facebook, emailing someone.
Q4.0
           don't know if that's one or not.
Q4.1
           [Other social networking marks]
Q4.1
          No, not off the top of my head.
Q5.0/5.1
          Twitter:
                        Yes.
          Classmates:
          Digg:
                        No.
          Bebo:
                        No.
          Gather:
                        No.
          Helium:
                        No.
          Goodreads:
                        No.
          Broadmore:
                        No.
Q6.0
           [Accessed internet in past month]
Q6.0
06.1
           [Likely to access internet in next month]
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.
```

```
032764
RESPID
Q2.0
          50 or above
Q3.0
          Male
Q4.0
           [Social networking marks]
Q4.0
           [None/Don't know.]
Q5.0/5.1
          Facebook:
          Twitter:
                        Yes.
          Classmates:
                        No.
          Digg:
                        No.
          Bebo:
          Gather:
                        No.
          Helium:
                        No.
          Goodreads:
                        No.
          Broadmore:
                        No.
06.0
           [Accessed internet in past month]
Q6.0
Q6.1
           [Likely to access internet in next month]
Q6.1
          No.
Q7.0
           [Accessed social networking site in past month]
Q7.0
Q7.1
          [Likely to access social networking site in next month]
Q7.1
          No.
RESPID
          032849
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:
          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
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.
```

```
032887
RESPID
          50 or above
Q2.0
Q3.0
          Female
Q4.0
          [Social networking marks]
Q4.0
          [None/Don't know.]
Q5.0/5.1 Facebook:
                       Yes.
          Twitter:
          Classmates: Yes.
          Digg:
                       No.
          Bebo:
                       No.
          Gather:
                       No.
          Helium:
                       Don't know.
          Goodreads:
                       Yes.
          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
          Don't know.
Q7.1
RESPID
          032917
Q2.0
          50 or above
Q3.0
          Male
Q4.0
          [Social networking marks]
          Um, Google, Facebook, that's it.
Q4.0
          [Other social networking marks]
Q4.1
          Group on Google and Amazon.
Q4.1
Q5.0/5.1
          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
Q7.0
Q7.1
          [Likely to access social networking site in next month]
Q7.1
          Yes.
```

```
033110
RESPID
Q2.0
          50 or above
Q3.0
          Male
Q4.0
          [Social networking marks]
Q4.0
          Facebook and Myspace.
          [Other social networking marks]
Q4.1
          That's it.
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
          No.
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
          No.
RESPID
          033122
          50 or above
Q2.0
Q3.0
          Female
Q4.0
          [Social networking marks]
Q4.0
          Like Facebook.
          [Other social networking marks]
Q4.1
          I don't know.
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
Q6.1
          [Likely to access internet in next month]
Q6.1
          No.
Q7.0
          [Accessed social networking site in past month]
Q7.0
Q7.1
          [Likely to access social networking site in next month]
Q7.1
          No.
```

```
RESPID
          033173
Q2.0
          50 or above
          Male
Q3.0
          [Social networking marks]
Q4.0
          Facebook, that's the only one I'm pretty much aware of.
Q4.0
          [Other social networking marks]
04.1
          I really don't know what other social networking sites could be.
Q4.1
Q5.0/5.1 Twitter:
                       Yes.
          Classmates: Yes.
          Digg:
                       No.
          Bebo:
                       No.
                       No.
          Gather:
          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
          Yes.
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          Yes.
RESPID
          033183
Q2.0
          50 or above
Q3.0
          Male
Q4.0
          [Social networking marks]
          [None/Don't know.]
Q4.0
Q5.0/5.1 Facebook:
                       Yes.
          Twitter:
                       Yes.
          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
          [Accessed social networking site in past month]
Q7.0
Q7.0
          [Likely to access social networking site in next month]
Q7.1
          No.
Q7.1
```

```
RESPID
          033215
Q2.0
          50 or above
Q3.0
          Female
Q4.0
          [Social networking marks]
          Uh, Facebook and Twitter.
Q4.0
          [Other social networking marks]
04.1
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
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
          033313
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:
                        Yes.
          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
Q7.0
          Don't know.
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          Yes.
```

```
RESPID
          033359
Q2.0
          50 or above
          Male
Q3.0
          [Social networking marks]
Q4.0
Q4.0
          [None/Don't know.]
05.0/5.1
          Facebook:
          Twitter:
                       Yes.
          Classmates: Yes.
          Digg:
                        Yes.
          Bebo:
                        Yes.
          Gather:
                       Yes.
          Helium:
                       No.
          Goodreads:
                       No.
          Broadmore:
                       No.
06.0
          [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
          No.
RESPID
          033620
Q2.0
          50 or above
Q3.0
          Female
Q4.0
          [Social networking marks]
Q4.0
          Facebook, Myspace, otherwise I don't know what you are talking
Q4.1
          [Other social networking marks]
Q4.1
          FarmVille, CityVille, FrontierVille and that's good enough.
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
          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.
```

```
RESPID
          033685
          50 or above
Q2.0
          Female
Q3.0
Q4.0
           [Social networking marks]
Q4.0
          Um, Facebook.
Q4.1
           [Other social networking marks]
Q4.1
          None.
Q5.0/5.1
          Twitter:
                        Yes.
          Classmates: Yes.
          Digg:
                        No.
          Bebo:
                        No.
          Gather:
                        No.
          Helium:
                        No.
          Goodreads:
                        No.
          Broadmore:
                        No.
Q6.0
           [Accessed internet in past month]
Q6.0
          Yes.
Q6.1
           [Likely to access internet in next month]
Q6.1
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
          033704
Q2.0
          50 or above
Q3.0
          Male
Q4.0
          [Social networking marks]
Q4.0
          Facebook, LinkedIn link, NCSA and that's it.
Q4.1
          [Other social networking marks]
Q4.1
          Nah, not that I use.
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
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
          033721
Q2.0
          50 or above
Q3.0
          Female
          [Social networking marks]
Q4.0
          Um, Facebook and Myspace.
                                      I guess those are the only ones I am
Q4.0
          familiar with.
Q4.1
          [Other social networking marks]
          My daughter did one. I made her quit, it was myYearbook.
Q4.1
          was a meat market.
Q5.0/5.1
          Twitter:
                       No.
          Classmates:
                       No.
          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
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          Yes.
RESPID
          033741
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: 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.
          [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.
```

A-173

```
RESPID
          033764
Q2.0
          50 or above
Q3.0
          Female
Q4.0
          [Social networking marks]
Q4.0
          Uh, Facebook, Myspace, Twitter, um, yes um, I'm on another it's
          called PatientsLikeMe.
          [Other social networking marks]
Q4.1
          Um, I'm trying to think, LinkedIn is the only other one that
Q4.1
          pops in my head.
          Classmates: Yes.
Q5.0/5.1
          Digg:
                        No.
          Bebo:
                        No.
          Gather:
                        No.
          Helium:
                        No.
          Goodreads:
                        Yes.
          Broadmore:
                        No.
          [Accessed internet in past month]
Q6.0
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
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          Yes.
RESPID
          033788
Q2.0
          50 or above
Q3.0
          Female
Q4.0
          [Social networking marks]
          Um, Facebook, uh, Twitter, I guess that's about it.
Q4.0
          [Other social networking marks]
Q4.1
          I can't really think of any at the moment.
Q4.1
05.0/5.1
          Classmates: Yes.
          Digg:
          Bebo:
                        No.
          Gather:
                       No.
          Helium:
                       No.
          Goodreads:
                       No.
          Broadmore:
                       No.
          [Accessed internet in past month]
Q6.0
Q6.0
06.1
          [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.
```

```
033816
RESPID
          50 or above
Q2.0
          Male
Q3.0
          [Social networking marks]
Q4.0
          Uhm, yeah, I've heard of Facebook, Myspace, that's about it.
Q4.0
          [Other social networking marks]
Q4.1
          That's it.
Q4.1
Q5.0/5.1 Twitter:
                       Yes.
                       No.
          Classmates:
                       No.
          Digg:
          Bebo:
                       No.
          Gather:
          Helium:
                       No.
          Goodreads:
                       Yes.
          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
          033855
Q2.0
          50 or above
Q3.0
          Male
Q4.0
          [Social networking marks]
          Ah, Facebook, um, Myspace, that's all I can think of. LinkedIn.
Q4.0
Q4.1
          [Other social networking marks]
Q4.1
          Um, no, I don't know, no.
Q5.0/5.1 Twitter:
                       Yes.
          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
          Yes.
          [Accessed social networking site in past month]
07.0
Q7.0
          [Likely to access social networking site in next month]
Q7.1
          Yes.
Q7.1
```

```
RESPID
          033918
Q2.0
          50 or above
Q3.0
          Female
Q4.0
          [Social networking marks]
Q4.0
          Facebook, um, Myspace, Match, whatever it is. eHarmony, um,
          that's about all.
Q4.1
          [Other social networking marks]
Q4.1
          None, Groupon.
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.
          [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.
          033939
RESPID
Q2.0
          50 or above
Q3.0
          Male
          [Social networking marks]
Q4.0
Q4.0
          Uh, Facebook, Twitter, LinkedIn, Myspace would do it.
Q4.1
          [Other social networking marks]
          Dating sites like eHarmony.
Q4.1
Q5.0/5.1 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
          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
          033984
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:
          Classmates: No.
          Digg:
                        No.
          Bebo:
                        No.
          Gather:
                        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
Q7.1
          [Likely to access social networking site in next month]
Q7.1
          Yes.
RESPID
          034101
Q2.0
          50 or above
Q3.0
          Female
Q4.0
          [Social networking marks]
          Facebook. Um, is Twitter considered a social networking?
Q4.0
          Twitter. Those are the only two.
Q4.1
          [Other social networking marks]
Q4.1
          That was it.
          Classmates: No.
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
          [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
          034149
          50 or above
Q2.0
Q3.0
          Female
Q4.0
          [Social networking marks]
Q4.0
          Um Facebook, um Myspace I think is maybe one but Facebook is the
          only one I'm familiar with.
Q4.1
          [Other social networking marks]
Q4.1
          I can't think of any.
05.0/5.1
          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.
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
          034217
          50 or above
Q2.0
Q3.0
          Female
Q4.0
          [Social networking marks]
          Facebook. Myspace, that's all I can think of.
Q4.0
Q4.1
          [Other social networking marks]
          That's all.
04.1
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
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
          034273
Q2.0
          50 or above
Q3.0
          Female
Q4.0
          [Social networking marks]
          Facebook. That's the only one I know.
Q4.0
04.1
          [Other social networking marks]
Q4.1
          None.
          Twitter:
Q5.0/5.1
                        Yes.
          Classmates:
                       No.
          Diqq:
                        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
          No.
RESPID
          034277
Q2.0
          35 to 49
Q3.0
          Female
Q4.0
          [Social networking marks]
Q4.0
          Uh, Facebook. That's about it. Nothing else is coming to mind.
Q4.1
          [Other social networking marks]
Q4.1
          Um, I guess Twitter would be considered one.
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
          [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
          034406
Q2.0
          35 to 49
Q3.0
          Female
Q4.0
          [Social networking marks]
          I guess the Facebook thing. Um and I don't know.
Q4.0
          [Other social networking marks]
Q4.1
          Ah, hm, Match. I don't know, we don't use the internet here.
Q4.1
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
          No.
          [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
          034502
Q2.0
          35 to 49
          Female
Q3.0
          [Social networking marks]
Q4.0
Q4.0
          Well, Facebook and um, Myspace.
          [Other social networking marks]
Q4.1
          Those are the two I can think of.
Q4.1
Q5.0/5.1
          Twitter:
                        Yes.
          Classmates:
                       Yes.
          Diqq:
                        No.
          Bebo:
                        No.
          Gather:
                        No.
          Helium:
                        No.
          Goodreads:
                        Yes.
          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
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          Yes.
```

```
RESPID
          034504
Q2.0
          50 or above
Q3.0
          Female
Q4.0
          [Social networking marks]
Q4.0
          Facebook. Only one I know.
Q4.1
           [Other social networking marks]
          I don't know, it's only Facebook I know.
Q4.1
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.
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.
RESPID
          034509
          35 to 49
Q2.0
Q3.0
          Male
Q4.0
          [Social networking marks]
Q4.0
          Um, Facebook, Twitter, Myspace, LinkedIn. Those are the ones
          that come to mind.
Q4.1
          [Other social networking marks]
          Ah, none.
Q4.1
Q5.0/5.1
          Classmates: Yes.
          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
          No.
```

```
RESPID
          034513
          50 or above
Q2.0
Q3.0
          Female
Q4.0
           [Social networking marks]
Q4.0
          Hm, Amazon, uh, Yahoo, Google, um, AOL.
           [Other social networking marks]
Q4.1
          None off-hand, ah.
Q4.1
Q5.0/5.1
          Facebook:
                        Yes.
          Twitter:
                        Yes.
          Classmates: Yes.
          Digg:
                        No.
          Bebo:
                        Yes.
          Gather:
                        No.
          Helium:
                        No.
          Goodreads:
                        No.
          Broadmore:
                        No.
Q6.0
           [Accessed internet in past month]
Q6.0
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
          Yes.
RESPID
          034618
Q2.0
          35 to 49
Q3.0
          Female
Q4.0
           [Social networking marks]
          Facebook, ah, I know there's another one but I can't think of
Q4.0
          the name of it right now.
           [Other social networking marks]
04.1
          None, I am sorry. Total blank.
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]
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
          034629
Q2.0
          35 to 49
Q3.0
          Male
Q4.0
          [Social networking marks]
Q4.0
          Yeah, um, Facebook, Myspace, Friendster.
04.1
          [Other social networking marks]
          Um, I don't know Twitter is considered a social networking site,
Q4.1
          but Google?
Q5.0/5.1
          Classmates:
                       Yes.
          Diqq:
                        Yes.
          Bebo:
                        Yes.
          Gather:
                       No.
          Helium:
                       No.
          Goodreads:
                       Yes.
          Broadmore:
                       No.
06.0
          [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
          034632
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:
                       Yes.
          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
Q7.1
          [Likely to access social networking site in next month]
Q7.1
          No.
```

```
034645
RESPID
Q2.0
          50 or above
Q3.0
          Female
Q4.0
          [Social networking marks]
          Well Facebook and a new thing with Google, I think it's Gmail.
Q4.0
          And there are a couple like buzz. I don't use any of them. And
          there is also Myspace.
Q4.1
          [Other social networking marks]
Q4.1
          I just told you.
Q5.0/5.1
          Twitter:
          Classmates:
                       No.
          Digg:
          Bebo:
                       Yes.
          Gather:
                       No.
          Helium:
                       No.
          Goodreads:
                        Yes.
          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
Q7.1
          [Likely to access social networking site in next month]
Q7.1
RESPID
          034774
Q2.0
          35 to 49
Q3.0
          Female
Q4.0
          [Social networking marks]
Q4.0
          [None/Don't know.]
Q5.0/5.1
          Facebook:
          Twitter:
                       Yes.
          Classmates: No.
          Digg:
                       No.
          Bebo:
          Gather:
                       No.
          Helium:
                       No.
          Goodreads:
                       No.
          Broadmore:
                       No.
          [Accessed internet in past month]
06.0
Q6.0
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
Q7.1
          [Likely to access social networking site in next month]
Q7.1
          Don't know.
```

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```
RESPID
           034807
          35 to 49
Q2.0
          Female
Q3.0
Q4.0
           [Social networking marks]
Q4.0
          All of them I can think of? Facebook, Myspace, Match. I know
          more but I can't think of them right now.
           [Other social networking marks]
Q4.1
Q4.1
          E-Harmony.
Q5.0/5.1
          Twitter:
                        Yes.
          Classmates:
                        Yes.
                        No.
          Digg:
          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.
RESPID
          034836
Q2.0
          35 to 49
Q3.0
          Male
Q4.0
          [Social networking marks]
Q4.0
          Um, Myspace, Facebook.
Q4.1
          [Other social networking marks]
Q4.1
          None.
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
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.
```

```
RESPID
          034906
          35 to 49
Q2.0
          Female
Q3.0
          [Social networking marks]
Q4.0
04.0
          [None/Don't know.]
Q5.0/5.1
          Facebook:
          Twitter:
                       Yes.
          Classmates: Yes.
          Digg:
                        No.
          Bebo:
                        No.
          Gather:
                       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
          Yes.
          [Accessed social networking site in past month]
Q7.0
          Yes.
Q7.0
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          Yes.
RESPID
          034946
          35 to 49
Q2.0
Q3.0
          Male
          [Social networking marks]
Q4.0
          Um, Facebook, Myspace.
Q4.0
          [Other social networking marks]
Q4.1
          None, sorry.
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.
          [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
          034952
          35 to 49
02.0
          Male
Q3.0
          [Social networking marks]
Q4.0
Q4.0
          [None/Don't know.]
Q5.0/5.1 Facebook:
          Twitter:
                       Yes.
          Classmates: Yes.
          Digg:
                       No.
          Bebo:
                       No.
          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
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
          035065
          35 to 49
Q2.0
Q3.0
          Female
          [Social networking marks]
Q4.0
Q4.0
          Facebook.
          [Other social networking marks]
Q4.1
Q4.1
          That's really 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
          [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
          035187
Q2.0
          35 to 49
Q3.0
          Male
Q4.0
          [Social networking marks]
          Um, let's see Facebook. Twitter, Myspace. Those are the only
Q4.0
          ones I know about.
          [Other social networking marks]
Q4.1
          Um, there's one called Digg with two Gs.
Q4.1
Q5.0/5.1
          Classmates: Yes.
          Bebo:
          Gather:
          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
Q7.1
          [Likely to access social networking site in next month]
Q7.1
          No.
          035189
RESPID
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: Yes.
          Digg:
                       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
          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
          035232
Q2.0
          35 to 49
Q3.0
          Male
Q4.0
          [Social networking marks]
          Ah, Facebook, um, LinkedIn as well as Myspace.
Q4.0
Q4.1
           [Other social networking marks]
Q4.1
          None come to mind.
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.
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
          035271
Q2.0
          50 or above
Q3.0
          Female
Q4.0
          [Social networking marks]
Q4.0
          The only one I can think of is Facebook.
Q4.1
          [Other social networking marks]
Q4.1
          Um, none, no there isn't any.
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
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
          035273
Q2.0
          50 or above
Q3.0
          Female
Q4.0
          [Social networking marks]
          Well, Facebook is the one I can think of. I know Twitter is one
Q4.0
          but the only one I really am familiar with is Facebook.
          [Other social networking marks]
Q4.1
          Well, Twitter, I really don't know.
Q4.1
Q5.0/5.1
          Classmates: Yes.
          Digg:
          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.
RESPID
          035284
Q2.0
          35 to 49
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:
                       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
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
```

```
035327
RESPID
Q2.0
          35 to 49
Q3.0
          Male
          [Social networking marks]
Q4.0
          [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:
                        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
          No.
RESPID
          035381
          35 to 49
Q2.0
Q3.0
          Male
Q4.0
          [Social networking marks]
Q4.0
          Facebook, Myspace, LinkedIn.
          [Other social networking marks]
Q4.1
Q4.1
          That's it.
Q5.0/5.1
          Twitter:
                        Yes.
          Classmates:
                       No.
          Digg:
                        Yes.
          Bebo:
                        No.
          Gather:
                        No.
          Helium:
                        No.
          Goodreads:
                       Yes.
          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]
07.0
Q7.0
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          No.
```

```
RESPID
          035408
Q2.0
          50 or above
Q3.0
          Female
Q4.0
          [Social networking marks]
          Um, there's Facebook, and ah, Myspace. That's about it.
Q4.0
Q4.1
          [Other social networking marks]
Q4.1
          None.
Q5.0/5.1
          Twitter:
                       Yes.
          Classmates:
                       No.
          Digg:
          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
          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
          035412
RESPID
Q2.0
          35 to 49
Q3.0
          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:
                       Yes.
          Gather:
                       No.
          Helium:
                       No.
          Goodreads:
                       No.
          Broadmore:
                       No.
06.0
          [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
          No.
```

```
RESPID
          035509
Q2.0
          50 or above
Q3.0
          Female
Q4.0
          [Social networking marks]
          Um, Myspace, Facebook, I suppose Twitter would be one.
Q4.0
Q4.1
          [Other social networking marks]
Q4.1
          None.
Q5.0/5.1
          Classmates: Don't know.
          Digg:
                        Yes.
          Bebo:
                        No.
          Gather:
                        No.
          Helium:
                        No.
          Goodreads:
                        No.
          Broadmore:
                        No.
06.0
          [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
          035514
          50 or above
Q2.0
Q3.0
          Female
Q4.0
          [Social networking marks]
          Um, Facebook, Myspace. Um, There's another one but I can't
Q4.0
          remember it so I guess those two.
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
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
```

```
035617
RESPID
Q2.0
          50 or above
Q3.0
          Female
          [Social networking marks]
Q4.0
          Um, Facebook and Twitter and Myspace and that's it.
Q4.0
Q4.1
          [Other social networking marks]
Q4.1
          None.
          Classmates: Yes.
Q5.0/5.1
          Digg:
                       No.
          Bebo:
                       No.
          Gather:
          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
          Yes.
          [Likely to access social networking site in next month]
Q7.1
Q7.1
          Yes.
          035671
RESPID
          50 or above
Q2.0
Q3.0
          Female
Q4.0
          [Social networking marks]
Q4.0
          Facebook, Twitter.
          [Other social networking marks]
Q4.1
Q4.1
          None.
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.
          [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
          035690
Q2.0
          50 or above
Q3.0
          Female
Q4.0
          [Social networking marks]
Q4.0
          YouTube and that kinda stuff. That's all I can think of.
           [Other social networking marks]
Q4.1
Q4.1
          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
Q7.1
          [Likely to access social networking site in next month]
Q7.1
          No.
RESPID
          035708
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:
                       No.
          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
Q7.0
          [Accessed social networking site in past month]
Q7.0
Q7.1
          [Likely to access social networking site in next month]
Q7.1
          No.
```

```
RESPID
          035715
          50 or above
Q2.0
Q3.0
          Female
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:
          Goodreads:
                       No.
          Broadmore:
                       No.
Q6.0
          [Accessed internet in past month]
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
          035816
Q2.0
          50 or above
Q3.0
          Female
Q4.0
          [Social networking marks]
          Uh, Facebook. That's all I know.
Q4.0
          [Other social networking marks]
Q4.1
Q4.1
          None.
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
          [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
          No.
Q7.1
```