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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. B_ Part 2.pdf ( 87 pages ) (1993233 bytes )

- Q6.0 Do you believe that the company that offers these services with this name...
- one, has a business affiliation or business connection with any other company or companies;
  - two, does not have a business affiliation or business connection with any other company or companies; or
  - three, don't know or have no opinion?
- Q6.1 With what other company or companies?
- Q6.2 Why do you say that?

RESPONSE CATEGORY 1: Has a business affiliation/connection  
- OTHER

RESPONDENT

<u>NUMBER</u>	<u>RESPONSE</u>
464	Q6.1 Yahoo. Q6.2 To better compete.
479	Q6.1 Google. Q6.2 Guessing.
520	Q6.1 Something like Yahoo or Gmail. Q6.2 It is trying to promote using their site.
569	Q6.1 Might be business, such as electric company and such as, maybe, a lawyer, companies such as Yahoo; Google; Walmart; even the military. Q6.2 Because those are places that need the services to store data, have secure email for keeping things safe and private.
572	Q6.1 A possible connection with a company providing a server bank and/or data security. My thought is that Microsoft might be marketing a software product in conjunction with a company that has the hardware complex to support it. Q6.2 Makes sense.
593	Q6.1 Other data repositories and data loggers that want access to your personal information when you use their services. Data mining is becoming a huge industry. Q6.2 Because everything wants to know what you like and don't like in order to sell you more products that better suit your needs.
601	Q6.1 Hotmail. Q6.2 Sounds as if e-mail/Hotmail/Thinkmail are in a relationship because of the mail at the end of the words.
605	Q6.1 Google, Yahoo. Q6.2 Just a guess.

Q6.0 Do you believe that the company that offers these services with this name...

- one, has a business affiliation or business connection with any other company or companies;
- two, does not have a business affiliation or business connection with any other company or companies; or
- three, don't know or have no opinion?

Q6.1 With what other company or companies?

Q6.2 Why do you say that?

RESPONSE CATEGORY 1: Has a business affiliation/connection  
- OTHER continued

RESPONDENT

NUMBER	RESPONSE
611	Q6.1 Don't know, every few things are free. There has to be a benefit for everyone. Q6.2 As I said there is nothing free. Life proves that. Why invest money in something if you don't expect something back.
614	Q6.1 Service companies. Q6.2 List of services.
626	Q6.1 Google or AT&T. Q6.2 Things would be cheaper if more companies offered these services without a monopoly.
656	Q6.1 Yahoo. Q6.2 Guess.
660	Q6.1 Not sure. Q6.2 Because I don't see any other names.
680	Q6.1 AT&T, Apple, Yahoo, Microsoft, Verizon, all phone companies, all TV providers like Cox. Q6.2 I believe that all companies have to be connected together to provide services. There are several large providers that own the underground cables that provide a lot of this. This is called the telecommunication industry. They also provide phone, TV, internet, and other services to everybody.
692	Q6.1 Yahoo, Microsoft, Google. Q6.2 Those are companies that would benefit from this service.
708	Q6.1 Microsoft, AOL, Yahoo. Q6.2 Those companies compete for email accounts.
709	Q6.1 IBM. Q6.2 Because their slogan deals with Thinking
754	Q6.1 There is no way to actually know! Q6.2 It is simply to vague. No clue whatsoever.
762	Q6.1 One of the cable, electric or internet companies. Q6.2 They are already in that business.

- Q6.0 Do you believe that the company that offers these services with this name...
- one, has a business affiliation or business connection with any other company or companies;
  - two, does not have a business affiliation or business connection with any other company or companies; or
  - three, don't know or have no opinion?
- Q6.1 With what other company or companies?
- Q6.2 Why do you say that?

RESPONSE CATEGORY 1: Has a business affiliation/connection  
- OTHER continued

RESPONDENT

<u>NUMBER</u>	<u>RESPONSE</u>
791	Q6.1 Google. Yahoo. Q6.2 Those are two e-mail services I know.
807	Q6.1 Google, Cisco and probably some type of internet security group. Q6.2 They'll need security and hardware support.
831	Q6.1 Maybe IBM. Q6.2 I believe IBM has used Think in product names.
863	Q6.1 Symantec. Q6.2 Secure services require assistance from Symantec or Norton.
889	Q6.1 Some sort of a ISP. Q6.2 You need servers and other equipment.
897	Q6.1 AT&T, Verizon, T-Mobile, Sprint. Q6.2 I associate instant messaging with cell phones.
915	Q6.1 Microsoft. Q6.2 Microsoft.
949	Q6.1 No idea. Q6.2 Because I have no idea.
964	Q6.1 Any major corporation because anyone and everyone uses email. Their service could be used by many. Q6.2 Because in this day and age technology is a growing field and companies that provide services like email and such will have a lot of opportunities.
993	Q6.1 Gmail. Q6.2 That's the most popular one.
997	Q6.1 Some other email service company. Q6.2 Because some emails could be now compounded with other known email service.
1026	Q6.1 E-mail services company. Q6.2 Providing e-mail services.

- Q6.0 Do you believe that the company that offers these services with this name...
- one, has a business affiliation or business connection with any other company or companies;
  - two, does not have a business affiliation or business connection with any other company or companies; or
  - three, don't know or have no opinion?
- Q6.1 With what other company or companies?
- Q6.2 Why do you say that?

RESPONSE CATEGORY 1: Has a business affiliation/connection  
- OTHER continued

RESPONDENT

<u>NUMBER</u>	<u>RESPONSE</u>
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1030	Q6.1 God only knows but corporations own every thing. Q6.2 Because it is true.
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- Q6.0 Do you believe that the company that offers these services with this name...
- one, has a business affiliation or business connection with any other company or companies;
  - two, does not have a business affiliation or business connection with any other company or companies; or
  - three, don't know or have no opinion?
- Q6.1 With what other company or companies?
- Q6.2 Why do you say that?

RESPONSE CATEGORY 1: Has a business affiliation/connection  
- DON'T KNOW

<u>RESPONDENT NUMBER</u>	<u>RESPONDENT NUMBER</u>
472	989
481	996
495	1021
497	1024
515	1025
516	1028
538	
541	
554	
560	
582	
588	
590	
623	
652	
657	
691	
731	
737	
746	
747	
770	
790	
793	
816	
824	
835	
850	
867	
870	
871	
872	
892	
900	
912	
913	
932	
939	
944	
951	
973	
981	
987	

- Q6.0 Do you believe that the company that offers these services with this name...
- one, has a business affiliation or business connection with any other company or companies;
  - two, does not have a business affiliation or business connection with any other company or companies; or
  - three, don't know or have no opinion?
- Q6.1 With what other company or companies?
- Q6.2 Why do you say that?

RESPONSE CATEGORY 2: Does not have a business affiliation/connection

<u>RESPONDENT NUMBER</u>	<u>RESPONDENT NUMBER</u>
477	861
480	868
491	873
492	880
493	898
498	926
506	933
517	945
529	983
536	985
543	995
546	1032
565	
579	
608	
609	
612	
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651	
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669	
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782	
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837	
841	
847	
857	

- Q6.0 Do you believe that the company that offers these services with this name...
- one, has a business affiliation or business connection with any other company or companies;
  - two, does not have a business affiliation or business connection with any other company or companies; or
  - three, don't know or have no opinion?
- Q6.1 With what other company or companies?
- Q6.2 Why do you say that?

RESPONSE CATEGORY 3: Don't know/No opinion

<u>RESPONDENT NUMBER</u>	<u>RESPONDENT NUMBER</u>	<u>RESPONDENT NUMBER</u>	<u>RESPONDENT NUMBER</u>
461	640	838	1045
465	642	848	1047
470	645	855	
471	647	856	
475	649	862	
484	671	869	
489	674	877	
490	682	881	
494	686	885	
496	688	887	
501	689	888	
502	695	903	
511	697	910	
512	699	916	
514	702	922	
519	705	923	
521	706	925	
526	707	929	
527	711	931	
532	715	935	
533	724	937	
544	736	938	
545	738	950	
550	740	952	
553	742	953	
557	744	960	
570	750	962	
574	757	965	
577	763	966	
578	764	967	
583	766	972	
589	769	982	
595	777	991	
606	780	999	
607	785	1000	
613	788	1007	
618	794	1009	
619	799	1011	
620	805	1022	
621	809	1027	
625	817	1034	
630	818	1037	
633	827	1042	
638	833	1043	



Tab D

COMPOSITE RESPONSE ANALYSIS  
NET UNDUPLICATED FACEBOOK RESPONSES

Tab 7

TABLE 7  
TEST CELL AND CONTROL CELL

Composite Response Analysis  
Net Unduplicated Facebook Responses

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Test Cell</u> <u>Percent</u> (n=279)	<u>Control Cell</u> <u>Percent</u> (n=272)
1. Facebook	36.20	---

Tab E

RESPONDENT CHARACTERISTICS

TEST CELL - FACEMAIL

## Tab 8

TABLE 8  
TEST CELL - FACEMAIL

Q1.0 Other than correspondence with Knowledge Networks, do you currently use email?

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=279)
1. Yes	279	100.00
2. No	--	--
Total	279	100.00



Tab 9

TABLE 9  
TEST CELL - FACEMAIL

Q1.1 Do you currently use instant messaging?

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=279)
1. Yes	106	37.99
2. No	173	62.01
Total	279	100.00

Tab 10

TABLE 10  
TEST CELL - FACEMAIL

AGE DISTRIBUTION OF RESPONDENTS

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=279)
1. 18 to 34	52	18.64
2. 35 to 49	75	26.88
3. 50 to 64	108	38.71
4. 65 or over	44	15.77
Total	<u>279</u>	<u>100.00</u>

Tab 11

TABLE 11  
TEST CELL - FACEMAIL

GENDER DISTRIBUTION OF RESPONDENTS

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=279)
1. Male	142	50.90
2. Female	137	49.10
Total	279	100.00

Tab 12

TABLE 12  
TEST CELL - FACEMAIL

EDUCATION DISTRIBUTION OF RESPONDENTS

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent (n=279)</u>
1. Less than high school	9	3.23
2. High school	62	22.22
3. Some college	94	33.69
4. Bachelor's degree or higher	114	40.86
Total	<u>279</u>	<u>100.00</u>



Tab 13

TABLE 13  
TEST CELL - FACEMAIL

HOUSEHOLD INCOME DISTRIBUTION OF RESPONDENTS

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=279)
1. Under \$50,000	81	29.03
2. \$50,000 - \$99,999	94	33.69
3. \$100,000 and above	104	37.28
Total	<u>279</u>	<u>100.00</u>

Tab 14

TABLE 14  
TEST CELL - FACEMAIL

REGION BASED ON STATE OF RESIDENCE  
DISTRIBUTION OF RESPONDENTS

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=279)
1. Northeast	49	17.56
2. Midwest	61	21.86
3. South	99	35.48
4. West	70	25.09
Total	<u>279</u>	<u>100.00</u>

Tab F

RESPONDENT CHARACTERISTICS

CONTROL CELL - THINKMAIL

Tab 15

TABLE 15  
CONTROL CELL - THINKMAIL

Q1.0 Other than correspondence with Knowledge Networks, do you currently use email?

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=272)
1. Yes	271	99.63
2. No	1	0.37
Total	272	100.00



## Tab 16

TABLE 16  
CONTROL CELL - THINKMAIL

Q1.1 Do you currently use instant messaging?

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent (n=272)</u>
1. Yes	100	36.76
2. No	170	62.50
3. Refused	2	0.74
Total	<u>272</u>	<u>100.00</u>

Tab 17

TABLE 17  
CONTROL CELL - THINKMAIL

AGE DISTRIBUTION OF RESPONDENTS

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=272)
1. 18 to 34	59	21.69
2. 35 to 49	79	29.04
3. 50 to 64	84	30.88
4. 65 or over	50	18.38
Total	<u>272</u>	<u>100.00</u>

## Tab 18

TABLE 18  
CONTROL CELL - THINKMAIL

GENDER DISTRIBUTION OF RESPONDENTS

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=272)
1. Male	143	52.57
2. Female	129	47.43
Total	272	100.00

Tab 19

TABLE 19  
CONTROL CELL - THINKMAIL

EDUCATION DISTRIBUTION OF RESPONDENTS

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=272)
1. Less than high school	20	7.35
2. High school	59	21.69
3. Some college	87	31.99
4. Bachelor's degree or higher	106	38.97
Total	272	100.00



Tab 20

TABLE 20  
CONTROL CELL - THINKMAIL

HOUSEHOLD INCOME DISTRIBUTION OF RESPONDENTS

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=272)
1. Under \$50,000	66	24.26
2. \$50,000 - \$99,999	114	41.91
3. \$100,000 and above	92	33.82
Total	<u>272</u>	<u>100.00</u>

Tab 21

TABLE 21  
CONTROL CELL - THINKMAIL

REGION BASED ON STATE OF RESIDENCE  
DISTRIBUTION OF RESPONDENTS

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=272)
1. Northeast	52	19.12
2. Midwest	59	21.69
3. South	90	33.09
4. West	71	26.10
Total	272	100.00

## APPENDIX

# Appendix A

APPENDIX A  
SEQUENTIAL LISTING OF SURVEY RESPONSES

APPENDIX A  
SEQUENTIAL LISTING OF SURVEY RESPONSES

SURVEY QUESTIONS

- Q1.0 Other than correspondence with Knowledge Networks, do you currently use email?
- Q1.1 Do you currently use instant messaging?
- Q4.0 Who, or what company, do you believe is offering these services with this name?
- Q4.1 Why do you say that?
- Q5.0 Do you believe that the services with this name...
- one, are being offered with the authorization or approval of any other company or companies;
  - two, are not being offered with the authorization or approval of any other company or companies; or
  - three, don't know or have no opinion?
- Q5.1 With what other company or companies?
- Q5.2 Why do you say that?
- Q6.0 Do you believe that the company that offers these services with this name...
- one, has a business affiliation or business connection with any other company or companies;
  - two, does not have a business affiliation or business connection with any other company or companies; or
  - three, don't know or have no opinion?
- Q6.1 With what other company or companies?
- Q6.2 Why do you say that?



APPENDIX A

SEQUENTIAL LISTING OF SURVEY RESPONSES

TEST CELL

CASEID      290  
 AGE:        50 to 64  
 GENDER:    Male  
 Q1.0        [Currently use email]  
 Q1.0        Yes.  
 Q1.1        [Currently use instant messaging]  
 Q1.1        Yes.  
 Q4.0        Don't know.  
 Q5.0        Don't know or have no opinion  
 Q6.0        Don't know or have no opinion

CASEID      462  
 AGE:        35 to 49  
 GENDER:    Male  
 Q1.0        [Currently use email]  
 Q1.0        Yes.  
 Q1.1        [Currently use instant messaging]  
 Q1.1        Yes.  
 Q4.0        Facebook.  
 Q4.1        Because of the name.  
 Q5.0        Are being offered with the authorization or approval of any other  
              company or companies  
 Q5.1        Facebook.  
 Q5.2        Because of the name.  
 Q6.0        Has a business affiliation or business connection with any other  
              company or companies  
 Q6.1        Facebook.  
 Q6.2        Because of the name.

CASEID      463  
 AGE:        50 to 64  
 GENDER:    Female  
 Q1.0        [Currently use email]  
 Q1.0        Yes.  
 Q1.1        [Currently use instant messaging]  
 Q1.1        No.  
 Q4.0        Don't know.  
 Q5.0        Don't know or have no opinion  
 Q6.0        Don't know or have no opinion

CASEID      466  
 AGE:        35 to 49  
 GENDER:    Female  
 Q1.0        [Currently use email]  
 Q1.0        Yes.  
 Q1.1        [Currently use instant messaging]  
 Q1.1        No.  
 Q4.0        Facebook.  
 Q4.1        Just a guess because of Facebook.  
 Q5.0        Don't know or have no opinion  
 Q6.0        Has a business affiliation or business connection with any other  
              company or companies  
 Q6.1        Don't know company/companies name(s)

CASEID 467  
AGE: 65 or over  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Don't know.  
Q5.0 Are not being offered with the authorization or approval of any other company or companies  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 Don't know company/companies name(s)

CASEID 468  
AGE: 18 to 34  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Facemail.  
Q4.1 Because the letterhead indicates that Facemail is the company providing the various offered service. The indication is found in the larger lettering and the bold-face text.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 469  
AGE: 35 to 49  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 It doesn't say, but by the name could be Facebook.  
Q4.1 The name Facemail, like Facebook.  
Q5.0 Are not being offered with the authorization or approval of any other company or companies  
Q6.0 Don't know or have no opinion

CASEID 473  
AGE: 18 to 34  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Don't know.  
Q5.0 Are being offered with the authorization or approval of any other company or companies  
Q5.1 Don't know company/companies  
Q6.0 Don't know or have no opinion

CASEID 476  
AGE: 35 to 49  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Facebook.  
Q4.1 Face.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 478  
AGE: 50 to 64  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Don't know.  
Q5.0 Don't know or have no opinion  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 Facebook.  
Q6.2 Facebook = Facemail.

CASEID 482  
AGE: 50 to 64  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Facebook.  
Q4.1 Face is not a word I would associate with e-mail normally. So it must be a reference to a company like Facebook.  
Q5.0 Are not being offered with the authorization or approval of any other company or companies  
Q6.0 Does not have a business affiliation or business connection with any other company or companies

CASEID 483  
AGE: 50 to 64  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Yahoo.  
Q4.1 It's the one I use all the time.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 485  
 AGE: 50 to 64  
 GENDER: Male  
 Q1.0 [Currently use email]  
 Q1.0 Yes.  
 Q1.1 [Currently use instant messaging]  
 Q1.1 No.  
 Q4.0 Google. Cisco.  
 Q4.1 Just what I recall.  
 Q5.0 Are being offered with the authorization or approval of any other company or companies  
 Q5.1 Database manager, video production, account services, a [expletive] of nerds, production types. And, necessary groupies doing the necessary work to make. This is cool and a energetic manager business play.  
 Q5.2 Needs refining.  
 Q6.0 Has a business affiliation or business connection with any other company or companies  
 Q6.1 I am sure that these firms are most probably, contracting segments or each specialty area. To service these segments organizational chart may have many branches operating under an umbrella name. Find a need and fill it. Interlocking directorates.  
 Q6.2 Gee, first thing that comes to mind. Basic organization. Find need and fill. Real-time two-way double duplex, real-time video conference is cool and secure. Easy to say but yet very difficult to pull off. Oh, and use the KISS method. Keep it simple stupid.

CASEID 486  
 AGE: 35 to 49  
 GENDER: Female  
 Q1.0 [Currently use email]  
 Q1.0 Yes.  
 Q1.1 [Currently use instant messaging]  
 Q1.1 No.  
 Q4.0 Facemail.  
 Q4.1 I think it's because Facemail appears in both and big letters.  
 Q5.0 Are not being offered with the authorization or approval of any other company or companies  
 Q6.0 Has a business affiliation or business connection with any other company or companies  
 Q6.1 Not sure. Maybe Yahoo, Gmail or Microsoft or some big company like that.  
 Q6.2 I'm not sure - that's just what comes to my mind. I could be entirely wrong - that's just what comes to my mind.

CASEID 487  
 AGE: 50 to 64  
 GENDER: Female  
 Q1.0 [Currently use email]  
 Q1.0 Yes.  
 Q1.1 [Currently use instant messaging]  
 Q1.1 Yes.  
 Q4.0 Google/Gmail. AOL.  
 Q4.1 I don't get the Face part of the Facemail. It implies video. Nothing I have except Skype, iChat, AOL messaging and Yahoo have video.  
 Q5.0 Don't know or have no opinion  
 Q6.0 Don't know or have no opinion

CASEID 488  
AGE: 50 to 64  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Don't know.  
Q5.0 Don't know or have no opinion  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 Don't know company/companies name(s)

CASEID 499  
AGE: 50 to 64  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Yahoo.  
Q4.1 They are known for messaging.  
Q5.0 Don't know or have no opinion  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 MSN, Google, and other search engines.  
Q6.2 They team up to enhance services.

CASEID 500  
AGE: 35 to 49  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Facebook.  
Q4.1 Sounds similar.  
Q5.0 Are being offered with the authorization or approval of any other company or companies  
Q5.1 Don't know company/companies  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 Don't know company/companies name(s)

CASEID 503  
AGE: 35 to 49  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Facebook.  
Q4.1 The use of the word Face as the name of the product.  
Q5.0 Are being offered with the authorization or approval of any other company or companies  
Q5.1 Facebook.  
Q5.2 Facemail is very similar with Facebook and has the same play on the word Face.  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 Facebook.  
Q6.2 Because they used the word Face to preface mail.

CASEID 504  
AGE: 65 or over  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Don't know.  
Q5.0 Are being offered with the authorization or approval of any other company or companies  
Q5.1 Don't know company/companies  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 Don't know company/companies name(s)

CASEID 505  
AGE: 50 to 64  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Facebook.  
Q4.1 Face?  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 507  
AGE: 50 to 64  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Don't know.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 508  
AGE: 35 to 49  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 No clue, though it is an obvious attempt to mimic Facebook.  
Q4.1 The usage of Facemail as a topic cannot be ignored with the extreme popularity of Facebook.  
Q5.0 Don't know or have no opinion  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 No idea, but it is very rare these days for a company to launch without some sort of sponsorship or relationship.  
Q6.2 Stated previously.

CASEID 510  
AGE: 65 or over  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 I believe the company name is Facemail.  
Q4.1 This seems to be a company showing its' product.  
Q5.0 Are not being offered with the authorization or approval of any other company or companies  
Q6.0 Does not have a business affiliation or business connection with any other company or companies

CASEID 513  
AGE: 50 to 64  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Facemail.  
Q4.1 Looks like the company offering these services.  
Q5.0 Are being offered with the authorization or approval of any other company or companies  
Q5.1 Don't know company/companies  
Q6.0 Does not have a business affiliation or business connection with any other company or companies

CASEID 518  
AGE: 50 to 64  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Don't know.  
Q5.0 Don't know or have no opinion  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 Facebook or Microsoft.  
Q6.2 Sounds reasonable.

CASEID 522  
AGE: 50 to 64  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Don't know.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 523  
AGE: 50 to 64  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Facemail.  
Q4.1 Says Facemail.  
Q5.0 Don't know or have no opinion  
Q6.0 Has a business affiliation or business connection with any other  
company or companies  
Q6.1 Don't know company/companies name(s)

CASEID 524  
AGE: 50 to 64  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Microsoft.  
Q4.1 They offer everything.  
Q5.0 Are being offered with the authorization or approval of any other  
company or companies  
Q5.1 Don't know company/companies  
Q6.0 Has a business affiliation or business connection with any other  
company or companies  
Q6.1 AT&T, Verizon, RCN, etc.  
Q6.2 Need Internet service providers for this.

CASEID 525  
AGE: 35 to 49  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Google.  
Q4.1 Not sure.  
Q5.0 Don't know or have no opinion  
Q6.0 Has a business affiliation or business connection with any other  
company or companies  
Q6.1 Perhaps Google.  
Q6.2 Just really a guess.

CASEID 528  
AGE: 50 to 64  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Don't know.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion



CASEID 530  
AGE: 50 to 64  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Don't know.  
Q5.0 Don't know or have no opinion  
Q6.0 Has a business affiliation or business connection with any other  
company or companies  
Q6.1 Don't know company/companies name(s)

CASEID 531  
AGE: 50 to 64  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Facebook.  
Q4.1 Similar name.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 535  
AGE: 35 to 49  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Facemail.  
Q4.1 It's the largest, first word.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 537  
AGE: 18 to 34  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Facebook.  
Q4.1 Reference to Face before e-mail.  
Q5.0 Don't know or have no opinion  
Q6.0 Has a business affiliation or business connection with any other  
company or companies  
Q6.1 Facebook.  
Q6.2 The name in all caps.

CASEID 539  
AGE: 18 to 34  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Facebook.  
Q4.1 Part of the name.  
Q5.0 Don't know or have no opinion  
Q6.0 Refused

CASEID 540  
AGE: 50 to 64  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Facebook.  
Q4.1 Sounds like Facebook would name a service Facemail.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 542  
AGE: 50 to 64  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Facebook.  
Q4.1 Simply because of the similarity in the two names. Facemail, Facebook.  
Q5.0 Are being offered with the authorization or approval of any other company or companies  
Q5.1 Facebook.  
Q5.2 Similarity in the two names.  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 Facebook.  
Q6.2 Because of the similarity in the names.

CASEID 548  
AGE: 18 to 34  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Facebook.  
Q4.1 The word Face in Facemail.  
Q5.0 Are being offered with the authorization or approval of any other company or companies  
Q5.1 Don't know company/companies  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 Don't know company/companies name(s)

CASEID 549  
AGE: 65 or over  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Facebook.com.  
Q4.1 Face.  
Q5.0 Are being offered with the authorization or approval of any other company or companies  
Q5.1 Facebook.  
Q5.2 Just from the name.  
Q6.0. Does not have a business affiliation or business connection with any other company or companies

CASEID 551  
AGE: 50 to 64  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Facebook.  
Q4.1 Facebook, Facemail = simple association.  
Q5.0 Are being offered with the authorization or approval of any other company or companies  
Q5.1 Don't know company/companies  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 Don't know company/companies name(s)

CASEID 552  
AGE: 50 to 64  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Don't know.  
Q5.0 Are not being offered with the authorization or approval of any other company or companies  
Q6.0 Don't know or have no opinion

CASEID 555  
AGE: 50 to 64  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Facebook.  
Q4.1 Name similar.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 556  
AGE: 35 to 49  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Facemail.  
Q4.1 It's at the top and in larger bold letters.  
Q5.0 Don't know or have no opinion  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 Don't know company/companies name(s)

CASEID 558  
AGE: 50 to 64  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 A service close to AOL, Comcast, Gmail, etc.  
Q4.1 That is exactly what those other companies provide.  
Q5.0 Don't know or have no opinion  
Q6.0 Has a business affiliation or business connection with any other  
company or companies  
Q6.1 Don't know company/companies name(s)

CASEID 559  
AGE: 50 to 64  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Don't know.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 561  
AGE: 18 to 34  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Probably Facebook.  
Q4.1 Because it has Face in the name.  
Q5.0 Don't know or have no opinion  
Q6.0 Has a business affiliation or business connection with any other  
company or companies  
Q6.1 Facebook.  
Q6.2 Because it has Face in the name.

CASEID 562  
AGE: 50 to 64  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Facebook.  
Q4.1 Face is in name.  
Q5.0 Are not being offered with the authorization or approval of any  
other company or companies  
Q6.0 Has a business affiliation or business connection with any other  
company or companies  
Q6.1 Facebook.  
Q6.2 It starts with Face.

CASEID 563  
AGE: 50 to 64  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Don't know.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 564  
AGE: 18 to 34  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Don't know.  
Q5.0 Don't know or have no opinion  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 Don't know company/companies name(s)

CASEID 566  
AGE: 50 to 64  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Facemail.  
Q4.1 Because of the headline.  
Q5.0 Are being offered with the authorization or approval of any other company or companies  
Q5.1 Don't know company/companies  
Q6.0 Don't know or have no opinion

CASEID 567  
AGE: 50 to 64  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Facemail.  
Q4.1 Printed in the largest font on the message.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 568  
AGE: 35 to 49  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Don't know.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 571  
AGE: 50 to 64  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Facemail.  
Q4.1 Because that is the large bolded word at the top of the page.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 573  
AGE: 50 to 64  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Facemail.  
Q4.1 Large print in important place.  
Q5.0 Are not being offered with the authorization or approval of any other company or companies  
Q6.0 Does not have a business affiliation or business connection with any other company or companies

CASEID 575  
AGE: 35 to 49  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Facebook.  
Q4.1 The name, plus the fact that the services offered are also offered by Facebook through their website.  
Q5.0 Are being offered with the authorization or approval of any other company or companies  
Q5.1 Facebook.  
Q5.2 I think it would probably be a copyright infringement on the name if another company were to brand themselves with this name.  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 Again, Facebook would probably not allow another company to use their name (or a variation thereof), so it's probably Facebook that is associated with this.  
Q6.2 See prior answer.

CASEID 576  
AGE: 50 to 64  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Facemail.  
Q4.1 Because that is what it says at the top of the ad.  
Q5.0 Are being offered with the authorization or approval of any other company or companies  
Q5.1 Don't know company/companies  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 Don't know company/companies name(s)

CASEID 580  
AGE: 18 to 34  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Facebook. E-mail.  
Q4.1 Face-mail implies it.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 584  
AGE: 65 or over  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Don't know.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 585  
AGE: 18 to 34  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Facebook.  
Q4.1 Face in the name.  
Q5.0 Are being offered with the authorization or approval of any other  
company or companies  
Q5.1 Facebook.  
Q5.2 The name.  
Q6.0 Has a business affiliation or business connection with any other  
company or companies  
Q6.1 Don't know company/companies name(s)

CASEID 586  
AGE: 65 or over  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Facebook.  
Q4.1 Similar name.  
Q5.0 Are being offered with the authorization or approval of any other  
company or companies  
Q5.1 Facebook.  
Q5.2 Ditto.  
Q6.0 Has a business affiliation or business connection with any other  
company or companies  
Q6.1 Refused

CASEID 587  
AGE: 35 to 49  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Facebook.  
Q4.1 The Facemail logo and the word Face.  
Q5.0 Don't know or have no opinion  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 Google.  
Q6.2 Email services.

CASEID 591  
AGE: 18 to 34  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Facebook.  
Q4.1 Similar name/service.  
Q5.0 Are being offered with the authorization or approval of any other company or companies  
Q5.1 Don't know.  
Q5.1 [Not answered]  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 Security organization.

CASEID 592  
AGE: 18 to 34  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Facebook.  
Q4.1 So closely associated with Face.  
Q5.0 Are not being offered with the authorization or approval of any other company or companies  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 Don't know company/companies name(s)

CASEID 594  
AGE: 50 to 64  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Facemail.  
Q4.1 That is as it appears on the message.  
Q5.0 Don't know or have no opinion  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 Probably some well-known ISP.  
Q6.2 Facemail just doesn't sound like a real name for a company. It sounds made-up like it should be with Skype or another service of that type.



CASEID 596  
 AGE: 50 to 64  
 GENDER: Female  
 Q1.0 [Currently use email]  
 Q1.0 Yes.  
 Q1.1 [Currently use instant messaging]  
 Q1.1 Yes.  
 Q4.0 Facebook.  
 Q4.1 Because the word Face is in both.  
 Q5.0 Don't know or have no opinion  
 Q6.0 Has a business affiliation or business connection with any other  
 company or companies  
 Q6.1 Facebook.  
 Q6.2 Only because of the similarity in the names.

CASEID 597  
 AGE: 50 to 64  
 GENDER: Male  
 Q1.0 [Currently use email]  
 Q1.0 Yes.  
 Q1.1 [Currently use instant messaging]  
 Q1.1 No.  
 Q4.0 Facebook.  
 Q4.1 Because of Face in the name.  
 Q5.0 Don't know or have no opinion  
 Q6.0 Don't know or have no opinion

CASEID 598  
 AGE: 50 to 64  
 GENDER: Male  
 Q1.0 [Currently use email]  
 Q1.0 Yes.  
 Q1.1 [Currently use instant messaging]  
 Q1.1 Yes.  
 Q4.0 Facebook.  
 Q4.1 Face in the title.  
 Q5.0 Don't know or have no opinion  
 Q6.0 Don't know or have no opinion

CASEID 599  
 AGE: 50 to 64  
 GENDER: Male  
 Q1.0 [Currently use email]  
 Q1.0 Yes.  
 Q1.1 [Currently use instant messaging]  
 Q1.1 No.  
 Q4.0 Facemail.  
 Q4.1 First name and large type.  
 Q5.0 Don't know or have no opinion  
 Q6.0 Don't know or have no opinion

CASEID 600  
 AGE: 65 or over  
 GENDER: Male  
 Q1.0 [Currently use email]  
 Q1.0 Yes.  
 Q1.1 [Currently use instant messaging]  
 Q1.1 No.  
 Q4.0 Facemail.  
 Q4.1 No idea otherwise.  
 Q5.0 Are not being offered with the authorization or approval of any other company or companies  
 Q6.0 Does not have a business affiliation or business connection with any other company or companies

CASEID 602  
 AGE: 50 to 64  
 GENDER: Male  
 Q1.0 [Currently use email]  
 Q1.0 Yes.  
 Q1.1 [Currently use instant messaging]  
 Q1.1 No.  
 Q4.0 Facemail.  
 Q4.1 It stands out against all the other services.  
 Q5.0 Are being offered with the authorization or approval of any other company or companies  
 Q5.1 Companies that provide email and instant messaging services as well.  
 Q5.2 Because they provide the services to.  
 Q6.0 Does not have a business affiliation or business connection with any other company or companies

CASEID 603  
 AGE: 50 to 64  
 GENDER: Female  
 Q1.0 [Currently use email]  
 Q1.0 Yes.  
 Q1.1 [Currently use instant messaging]  
 Q1.1 Yes.  
 Q4.0 Apple.  
 Q4.1 Leading company in that field.  
 Q5.0 Are being offered with the authorization or approval of any other company or companies  
 Q5.1 Don't know company/companies  
 Q6.0 Don't know or have no opinion

CASEID 604  
 AGE: 18 to 34  
 GENDER: Male  
 Q1.0 [Currently use email]  
 Q1.0 Yes.  
 Q1.1 [Currently use instant messaging]  
 Q1.1 No.  
 Q4.0 Don't know.  
 Q5.0 Are being offered with the authorization or approval of any other company or companies  
 Q5.1 Don't know company/companies  
 Q6.0 Don't know or have no opinion

CASEID 615  
AGE: 50 to 64  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Don't know.  
Q5.0 Are being offered with the authorization or approval of any other company or companies  
Q5.1 Don't know company/companies  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 Don't know company/companies name(s)

CASEID 616  
AGE: 35 to 49  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Email and chatting. Maybe a bit like Skype?  
Q4.1 Based on the description.  
Q5.0 Are not being offered with the authorization or approval of any other company or companies  
Q6.0 Does not have a business affiliation or business connection with any other company or companies

CASEID 617  
AGE: 50 to 64  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Don't know.  
Q5.0 Don't know or have no opinion  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 Facebook.  
Q6.2 Name is similar.

CASEID 622  
AGE: 18 to 34  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 A private group called Facemail.  
Q4.1 There is nothing to indicate that Facemail is run by a company other than the one in bold print.  
Q5.0 Are not being offered with the authorization or approval of any other company or companies  
Q6.0 Does not have a business affiliation or business connection with any other company or companies

CASEID 624  
AGE: 35 to 49  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Facebook.  
Q4.1 Facemail looks similar to Facebook.  
Q5.0 Are being offered with the authorization or approval of any other company or companies  
Q5.1 Facebook.  
Q5.2 Facemail looks similar to Facebook.  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 Facebook.  
Q6.2 Facemail looks similar to Facebook.

CASEID 627  
AGE: 18 to 34  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Facebook.  
Q4.1 Because they both start with Face.  
Q5.0 Are not being offered with the authorization or approval of any other company or companies  
Q6.0 Does not have a business affiliation or business connection with any other company or companies

CASEID 628  
AGE: 18 to 34  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 An email service similar to Facebook that allows you to connect with people.  
Q4.1 Based on the name and the description given.  
Q5.0 Are being offered with the authorization or approval of any other company or companies  
Q5.1 Facebook.  
Q5.2 Based on the name.  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 Facebook.  
Q6.2 Based on the name.

CASEID 629  
AGE: 50 to 64  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Don't know.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 631  
AGE: 35 to 49  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Facebook.  
Q4.1 Similar name.  
Q5.0 Are being offered with the authorization or approval of any other company or companies  
Q5.1 Facebook.  
Q5.2 Similar name (trademarked).  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 Facebook.  
Q6.2 Trademarked similar name.

CASEID 632  
AGE: 35 to 49  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 I would associate it with Facebook.  
Q4.1 The first part of the email refers has part of the company's name.  
Q5.0 Don't know or have no opinion  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 Facebook.  
Q6.2 As previously noted, the name includes a portion of the, the company's name (Facebook).

CASEID 634  
AGE: 35 to 49  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Don't know.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 635  
AGE: 65 or over  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Facebook.  
Q4.1 Facebook and Facemail both begin with the word Face, so it seems that they should be owned by the same company.  
Q5.0 Are being offered with the authorization or approval of any other company or companies  
Q5.1 If Facemail is not part of Facebook, then the name is licensed by Facebook. I don't think that anyone owns Facebook, but its' investors.  
Q5.2 I don't recall reading anything to make me think otherwise.  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 Facebook.  
Q6.2 See previous responses.

CASEID 636  
AGE: 65 or over  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Don't know.  
Q5.0 Are not being offered with the authorization or approval of any other company or companies  
Q6.0 Don't know or have no opinion

CASEID 637  
AGE: 35 to 49  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Facemail.  
Q4.1 The large font implies the company name.  
Q5.0 Don't know or have no opinion  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 Perhaps Facebook.  
Q6.2 Shares the word Face.

CASEID 639  
AGE: 18 to 34  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Don't know.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 641  
 AGE: 50 to 64  
 GENDER: Female  
 Q1.0 [Currently use email]  
 Q1.0 Yes.  
 Q1.1 [Currently use instant messaging]  
 Q1.1 No.  
 Q4.0 Don't know.  
 Q5.0 Don't know or have no opinion  
 Q6.0 Has a business affiliation or business connection with any other company or companies  
 Q6.1 Don't know company/companies name(s)

CASEID 643  
 AGE: 35 to 49  
 GENDER: Female  
 Q1.0 [Currently use email]  
 Q1.0 Yes.  
 Q1.1 [Currently use instant messaging]  
 Q1.1 No.  
 Q4.0 Facebook.  
 Q4.1 Because of the name.  
 Q5.0 Don't know or have no opinion  
 Q6.0 Has a business affiliation or business connection with any other company or companies  
 Q6.1 Facebook.  
 Q6.2 Because of the name.

CASEID 644  
 AGE: 35 to 49  
 GENDER: Female  
 Q1.0 [Currently use email]  
 Q1.0 Yes.  
 Q1.1 [Currently use instant messaging]  
 Q1.1 No.  
 Q4.0 Facebook.  
 Q4.1 The word Face preceding the word mail.  
 Q5.0 Don't know or have no opinion  
 Q6.0 Has a business affiliation or business connection with any other company or companies  
 Q6.1 Facebook.  
 Q6.2 Because of the word Face in the title.

CASEID 646  
 AGE: 50 to 64  
 GENDER: Male  
 Q1.0 [Currently use email]  
 Q1.0 Yes.  
 Q1.1 [Currently use instant messaging]  
 Q1.1 Yes.  
 Q4.0 Don't know.  
 Q5.0 Are not being offered with the authorization or approval of any other company or companies  
 Q6.0 Does not have a business affiliation or business connection with any other company or companies

CASEID 650  
AGE: 50 to 64  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Yahoo.  
Q4.1 That is the one I use.  
Q5.0 Are being offered with the authorization or approval of any other company or companies  
Q5.1 Don't know company/companies  
Q6.0 Does not have a business affiliation or business connection with any other company or companies

CASEID 653  
AGE: 65 or over  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Don't know.  
Q5.0 Don't know or have no opinion  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 Google or Microsoft.  
Q6.2 The market probably would not allow a start-up.

CASEID 654  
AGE: 50 to 64  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Don't know.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 658  
AGE: 18 to 34  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Facebook.  
Q4.1 I say that based on the name.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 659  
AGE: 65 or over  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Don't know.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion



CASEID 663  
AGE: 35 to 49  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Facebook.  
Q4.1 The name.  
Q5.0 Don't know or have no opinion  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 Facebook.  
Q6.2 The name.

CASEID 664  
AGE: 50 to 64  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Facebook.  
Q4.1 Face is the first part of the name.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 666  
AGE: 18 to 34  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Don't know.  
Q5.0 [No response]  
Q6.0 Don't know or have no opinion

CASEID 667  
AGE: 35 to 49  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Facemail.  
Q4.1 It is in bold type and the top of the message.  
Q5.0 Don't know or have no opinion  
Q6.0 Does not have a business affiliation or business connection with any other company or companies

CASEID 670  
AGE: 35 to 49  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Facebook.  
Q4.1 Because it has Face in the name.  
Q5.0 Are being offered with the authorization or approval of any other  
company or companies  
Q5.1 Don't know company/companies  
Q6.0 Has a business affiliation or business connection with any other  
company or companies  
Q6.1 Don't know company/companies name(s)

CASEID 675  
AGE: 50 to 64  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Don't know.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 676  
AGE: 50 to 64  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Don't know.  
Q5.0 Don't know or have no opinion  
Q6.0 Has a business affiliation or business connection with any other  
company or companies  
Q6.1 Don't know company/companies name(s)

CASEID 677  
AGE: 50 to 64  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 An internet provider called Facemail.  
Q4.1 They provide data service.  
Q5.0 Are not being offered with the authorization or approval of any  
other company or companies  
Q6.0 Don't know or have no opinion

CASEID 678  
 AGE: 18 to 34  
 GENDER: Female  
 Q1.0 [Currently use email]  
 Q1.0 Yes.  
 Q1.1 [Currently use instant messaging]  
 Q1.1 No.  
 Q4.0 A private company with secure messaging services for other company.  
 Q4.1 The practical way they say it. No fluffy advertising and most of the time business is best conducted face-to-face with information.  
 Q5.0 Don't know or have no opinion  
 Q6.0 Has a business affiliation or business connection with any other company or companies  
 Q6.1 Don't know company/companies name(s)

CASEID 679  
 AGE: 65 or over  
 GENDER: Female  
 Q1.0 [Currently use email]  
 Q1.0 Yes.  
 Q1.1 [Currently use instant messaging]  
 Q1.1 No.  
 Q4.0 Don't know.  
 Q5.0 Don't know or have no opinion  
 Q6.0 Don't know or have no opinion

CASEID 683  
 AGE: 18 to 34  
 GENDER: Female  
 Q1.0 [Currently use email]  
 Q1.0 Yes.  
 Q1.1 [Currently use instant messaging]  
 Q1.1 Yes.  
 Q4.0 Yahoo.  
 Q4.1 Yahoo offers the things it is talking about it offers, and Facemail makes me think of the Yahoo smile face. I use Yahoo.  
 Q5.0 Don't know or have no opinion  
 Q6.0 Don't know or have no opinion

CASEID 684  
 AGE: 50 to 64  
 GENDER: Female  
 Q1.0 [Currently use email]  
 Q1.0 Yes.  
 Q1.1 [Currently use instant messaging]  
 Q1.1 Yes.  
 Q4.0 Don't know.  
 Q5.0 Don't know or have no opinion  
 Q6.0 Don't know or have no opinion

CASEID 685  
 AGE: 18 to 34  
 GENDER: Female  
 Q1.0 [Currently use email]  
 Q1.0 Yes.  
 Q1.1 [Currently use instant messaging]  
 Q1.1 Yes.  
 Q4.0 Don't know.  
 Q5.0 Don't know or have no opinion  
 Q6.0 Don't know or have no opinion

CASEID 687  
AGE: 65 or over  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Don't know.  
Q5.0 Are not being offered with the authorization or approval of any other company or companies  
Q6.0 Does not have a business affiliation or business connection with any other company or companies

CASEID 693  
AGE: 35 to 49  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Don't know.  
Q5.0 Are not being offered with the authorization or approval of any other company or companies  
Q6.0 Does not have a business affiliation or business connection with any other company or companies

CASEID 694  
AGE: 18 to 34  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Facemail.  
Q4.1 That's the headline, and there is no obvious company name on the ad.  
Q5.0 Are not being offered with the authorization or approval of any other company or companies  
Q6.0 Does not have a business affiliation or business connection with any other company or companies

CASEID 696  
AGE: 65 or over  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Don't know.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 700  
AGE: 50 to 64  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Don't know.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 701  
AGE: 18 to 34  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Facebook.  
Q4.1 I thought I heard it on the news  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 703  
AGE: 35 to 49  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Facebook.  
Q4.1 The word Face in the title.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 704  
AGE: 50 to 64  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Don't know.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 710  
AGE: 50 to 64  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Don't know.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 712  
AGE: 35 to 49  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Don't know.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 713  
AGE: 65 or over  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Don't know.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 714  
AGE: 65 or over  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Don't know.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 716  
AGE: 18 to 34  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Facemail.  
Q4.1 It's the heading on the page. The following lines then describe what services Facemail will provide to you.  
Q5.0 Are being offered with the authorization or approval of any other company or companies  
Q5.1 Facebook.  
Q5.2 Same as before - the name suggests an affiliation. I'm also partially assuming the best, as I think Facebook would be suing this company if they weren't in some way related or working together.  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 Facebook.  
Q6.2 The name of the company suggests an affiliation. In addition, I believe Facebook is working on expanding their services in order to compete more with Google.

CASEID 720  
AGE: 50 to 64  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Facemail.  
Q4.1 It's a stand-alone name and the services are listed below it.  
Q5.0 Are being offered with the authorization or approval of any other company or companies  
Q5.1 A parent company.  
Q5.2 Because I think the company is owned by another.  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 A search engine or software company.  
Q6.2 Most companies have merged or been bought out by bigger companies.

CASEID 725  
AGE: 50 to 64  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Microsoft.  
Q4.1 Most of the things on my computer are from Microsoft.  
Q5.0 Don't know or have no opinion  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 Don't know company/companies name(s)

CASEID 726  
AGE: 65 or over  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Don't know.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 728  
AGE: 50 to 64  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Facemail.  
Q4.1 It's in the biggest letters.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 729  
AGE: 35 to 49  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Don't know.  
Q5.0 Are not being offered with the authorization or approval of any other company or companies  
Q6.0 Does not have a business affiliation or business connection with any other company or companies

CASEID 730  
 AGE: 35 to 49  
 GENDER: Male  
 Q1.0 [Currently use email]  
 Q1.0 Yes.  
 Q1.1 [Currently use instant messaging]  
 Q1.1 No.  
 Q4.0 Facemail.  
 Q4.1 Because of the location of the word Facemail and that it's in all caps.  
 Q5.0 Are being offered with the authorization or approval of any other company or companies  
 Q5.1 Different providers of the named services.  
 Q5.2 The plural of services makes me think several (at least) companies are involved.  
 Q6.0 Has a business affiliation or business connection with any other company or companies  
 Q6.1 Don't know company/companies name(s)

CASEID 732  
 AGE: 65 or over  
 GENDER: Female  
 Q1.0 [Currently use email]  
 Q1.0 Yes.  
 Q1.1 [Currently use instant messaging]  
 Q1.1 No.  
 Q4.0 Don't know.  
 Q5.0 Don't know or have no opinion  
 Q6.0 Don't know or have no opinion

CASEID 733  
 AGE: 35 to 49  
 GENDER: Female  
 Q1.0 [Currently use email]  
 Q1.0 Yes.  
 Q1.1 [Currently use instant messaging]  
 Q1.1 Yes.  
 Q4.0 Facebook.  
 Q4.1 They both have Face in the front. Probably only a big company will consider to enter the email provider industry.  
 Q5.0 Are not being offered with the authorization or approval of any other company or companies  
 Q6.0 Has a business affiliation or business connection with any other company or companies  
 Q6.1 Facebook.  
 Q6.2 Both of them have Face in the front.

CASEID 734  
 AGE: 50 to 64  
 GENDER: Male  
 Q1.0 [Currently use email]  
 Q1.0 Yes.  
 Q1.1 [Currently use instant messaging]  
 Q1.1 No.  
 Q4.0 Don't know.  
 Q5.0 Don't know or have no opinion  
 Q6.0 Don't know or have no opinion



CASEID 735  
AGE: 50 to 64  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 A new company of some sort.  
Q4.1 Only because "Facebook" has already been taken.  
Q5.0 Don't know or have no opinion  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 Those who have Facebook on the Internet.  
Q6.2 Because these services could be some derivative of such a company.

CASEID 739  
AGE: 65 or over  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Don't know.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 745  
AGE: 18 to 34  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Don't know.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 749  
AGE: 18 to 34  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Facebook.  
Q4.1 Facemail - Face maybe from Facebook.  
Q5.0 Are not being offered with the authorization or approval of any other company or companies  
Q6.0 Don't know or have no opinion

CASEID 751  
AGE: 18 to 34  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Don't know.  
Q5.0 Don't know or have no opinion  
Q6.0 Does not have a business affiliation or business connection with any other company or companies

CASEID 752  
 AGE: 50 to 64  
 GENDER: Male  
 Q1.0 [Currently use email]  
 Q1.0 Yes.  
 Q1.1 [Currently use instant messaging]  
 Q1.1 Yes.  
 Q4.0 Don't know.  
 Q5.0 Are not being offered with the authorization or approval of any other company or companies  
 Q6.0 Does not have a business affiliation or business connection with any other company or companies

CASEID 753  
 AGE: 50 to 64  
 GENDER: Male  
 Q1.0 [Currently use email]  
 Q1.0 Yes.  
 Q1.1 [Currently use instant messaging]  
 Q1.1 No.  
 Q4.0 Facemail.  
 Q4.1 Bigger print however doesn't name a company like Google or Yahoo as parent company.  
 Q5.0 Are not being offered with the authorization or approval of any other company or companies  
 Q6.0 Don't know or have no opinion

CASEID 756  
 AGE: 65 or over  
 GENDER: Female  
 Q1.0 [Currently use email]  
 Q1.0 Yes.  
 Q1.1 [Currently use instant messaging]  
 Q1.1 No.  
 Q4.0 Don't know.  
 Q5.0 Are being offered with the authorization or approval of any other company or companies  
 Q5.1 Don't know company/companies  
 Q6.0 Has a business affiliation or business connection with any other company or companies  
 Q6.1 Don't know company/companies name(s)

CASEID 758  
 AGE: 50 to 64  
 GENDER: Male  
 Q1.0 [Currently use email]  
 Q1.0 Yes.  
 Q1.1 [Currently use instant messaging]  
 Q1.1 No.  
 Q4.0 Facebook.  
 Q4.1 Facemail, like Gmail is Google  
 Q5.0 Are being offered with the authorization or approval of any other company or companies  
 Q5.1 Don't know company/companies  
 Q6.0 Has a business affiliation or business connection with any other company or companies  
 Q6.1 Don't know company/companies name(s)

CASEID 760  
AGE: 50 to 64  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Don't know.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 761  
AGE: 50 to 64  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Don't know.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 765  
AGE: 35 to 49  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Facemail.  
Q4.1 Because it's so bold in the lettering.  
Q5.0 Are being offered with the authorization or approval of any other company or companies  
Q5.1 Message services for internet.  
Q5.2 Because of the services stated.  
Q6.0 Don't know or have no opinion

CASEID 767  
AGE: 35 to 49  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Facebook.  
Q4.1 Starts with Face.  
Q5.0 Don't know or have no opinion  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 Facebook.  
Q6.2 Face.

CASEID 768  
AGE: 50 to 64  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Don't know.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 771  
AGE: 35 to 49  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Don't know.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 773  
AGE: 35 to 49  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Probably Facebook.  
Q4.1 It seems like it's a play on words with email for Facebook users.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 774  
AGE: 65 or over  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Don't know.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 776  
AGE: 65 or over  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Facebook.  
Q4.1 Because of the name Facemail.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 778  
AGE: 35 to 49  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Facemail.  
Q4.1 Because the other lines are not in title case.  
Q5.0 Don't know or have no opinion  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 Facebook.  
Q6.2 Because of the odd name. It doesn't seem likely that another company could (or want to) use a name so similar.

CASEID 779  
AGE: 18 to 34  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Facemail.  
Q4.1 Because that's the name at the top and it's so much bigger type  
than the rest.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 781  
AGE: 18 to 34  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Facebook.  
Q4.1 Because it's called Facemail like Facebook.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 783  
AGE: 65 or over  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Don't know.  
Q5.0 Are being offered with the authorization or approval of any other  
company or companies  
Q5.1 Don't know company/companies  
Q6.0 Does not have a business affiliation or business connection with  
any other company or companies

CASEID 784  
AGE: 50 to 64  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Facebook.  
Q4.1 Because of Face in the name.  
Q5.0 Are being offered with the authorization or approval of any other  
company or companies  
Q5.1 Don't know company/companies  
Q6.0 Has a business affiliation or business connection with any other  
company or companies  
Q6.1 Don't know company/companies name(s)

CASEID 786  
AGE: 65 or over  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Apple.  
Q4.1 Seems I saw a commercial about that.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 787  
AGE: 35 to 49  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Don't know.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 789  
AGE: 65 or over  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Don't know.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 792  
AGE: 65 or over  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Don't know.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 795  
AGE: 50 to 64  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Facemail.  
Q4.1 It is the only name at the top of the display, and is in all capital letters.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 797  
AGE: 65 or over  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Don't know.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 798  
AGE: 65 or over  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Don't know.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 800  
AGE: 18 to 34  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Don't know.  
Q5.0 Are not being offered with the authorization or approval of any other company or companies  
Q6.0 Don't know or have no opinion

CASEID 801  
AGE: 35 to 49  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Facebook.  
Q4.1 Because it starts with the word Face.  
Q5.0 Don't know or have no opinion  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 Facebook or perhaps Google.  
Q6.2 Facebook: starts with Face. Google: because it ends with mail like in Gmail.

CASEID 802  
AGE: 50 to 64  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Don't know.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 804  
AGE: 65 or over  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Don't know.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 808  
AGE: 50 to 64  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Yahoo.  
Q4.1 Part of advertising.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 810  
AGE: 18 to 34  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Facebook.  
Q4.1 From the name, I could see its similar to Facebook. They don't have an e-mailing feature as of now, may be they are going introduce that as well.  
Q5.0 Don't know or have no opinion  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 Google.  
Q6.2 It would be great if they can have an association with Google and allow the Google users to use their services directly.

CASEID 811  
AGE: 65 or over  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 No.  
Q4.0 Facebook.  
Q4.1 Because of the word FACE.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion