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

Proceeding	91198355
Party	Plaintiff Facebook, Inc.
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Date	06/14/2012
Attachments	Ford Testimony Deposition_ Trial Exhibit 1 _ Ex. B_ Part 3.pdf ( 92 pages ) (3055264 bytes )

CASEID 812  
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 It is the largest font on the page.  
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 813  
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 Possibly Facebook or a company that wants people to think they are connected with Facebook.  
Q4.1 Because of the name 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 814  
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 Face is in 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 Face is in name.

CASEID 815  
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 there.  
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 819  
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 Does not have a business affiliation or business connection with any other company or companies

CASEID 820  
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 It is the biggest name on the page and it is the only one that doesn't have a services next to it.  
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 822  
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 823  
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 Face in the email title.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 825  
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 When reading this, I take it as Facemail is the advertising company because the letters that head the message are in big, bold, letters.  
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 826  
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 Does not have a business affiliation or business connection with any other company or companies

CASEID 828  
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 Possibly Facebook, but I haven't heard of it, yet.  
Q4.1 I use Facebook often, but haven't seen it advertised on there.  
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 830  
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 They are popular now and because of the word Face.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 832  
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 It's in bold print at the top of the page.  
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 Just a guess.

CASEID 836  
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 First name in large bold print appears to be introducing the services.  
Q5.0 Are being offered with the authorization or approval of any other company or companies  
Q5.1 Facebook.  
Q5.2 Seems so close in name that if not authorized they are wide open to a lawsuit.  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 Facebook.  
Q6.2 Use of the word Face in their name, seems like a good marketing linkage.

CASEID 839  
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 Very prominent display.  
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 842  
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 Unsure if this is a brand or a company. Sorry.  
Q4.1 Not enough information on the advertisement  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 843  
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 Bold print, formal name with products listed below the name.  
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 844  
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 Google, Microsoft, Facebook, various phone companies.  
Q5.2 To reach as many people as possible through the computer, this needs connections.  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 Google, Microsoft, various phone companies, Facebook to name a few.  
Q6.2 Because I believe that these are the connections needed to reach as many people as possible through.

CASEID 845  
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 It is in bold.  
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 846  
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 Has a business affiliation or business connection with any other company or companies  
Q6.1 Don't know company/companies name(s)

CASEID 849  
 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 Has a business affiliation or business connection with any other  
 company or companies  
 Q6.1 Don't know company/companies name(s)

CASEID 852  
 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 Has a business affiliation or business connection with any other  
 company or companies  
 Q6.1 Face book  
 Q6.2 Similarity of name.

CASEID 853  
 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?  
 Q6.2 Facemail - Facebook.

CASEID 854  
 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 It will have a personal touch like face-to-face contact.  
 Q4.1 It has the word Face in its name.  
 Q5.0 Don't know or have no opinion  
 Q6.0 Don't know or have no opinion

CASEID 858  
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 Has a business affiliation or business connection with any other company or companies  
Q6.1 Don't know company/companies name(s)

CASEID 860  
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.  
Q4.1 It sounds like Facemail.  
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 sounds like the name.

CASEID 864  
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 865  
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 866  
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 FACE.  
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 874  
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 It's the large font.  
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 875  
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 It is called 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 Facebook.  
Q6.2 Because of the name. It could be that they are just calling themselves that so that people believe it is a Facebook service.

CASEID 876  
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 878  
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 type, all capital letters, description of services below what seems to be business name.  
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 882  
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 in name.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 883  
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 I have no idea, but seems to want to capitalize on the popularity of Facebook.  
Q4.1 No indication of who is offering.  
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 884  
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 Because of the name Face.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 886  
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 890  
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 The only indication of a name or title on the exhibit is  
"Facemail." That may be the name of the service instead of the  
company but it's the only information I have.  
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 891  
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 Don't know or have no opinion

CASEID 893  
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 "Face" is likely the root of Facemail similar to Facebook much  
like iMac, iTunes, iPod are related with "i."  
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 With Facebook.  
Q6.2 Very similar in name.

CASEID 894  
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 895  
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 It's in bold and is the first and only name.  
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 896  
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 Has a business affiliation or business connection with any other company or companies  
Q6.1 Don't know company/companies name(s)

CASEID 899  
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 Facemail seems to be a combination of Facebook and email.  
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 901  
 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 Has a business affiliation or business connection with any other company or companies  
 Q6.1 Don't know what other company. Just think they may have an association with another company to all of these services.  
 Q6.2 Just a thought. No real reason.

CASEID 902  
 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 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 904  
 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 Face in the name.  
 Q5.0 Don't know or have no opinion  
 Q6.0 Don't know or have no opinion

CASEID 905  
 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.  
 Q4.1 Makes sense Facebook would come up with some type of email.  
 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 906  
 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 The word 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 907  
 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 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.  
 Q6.2 [Not answered]

CASEID 908  
 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 909  
 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 of the word Face in 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 911  
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 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 Facebook.  
Q6.2 Beginning of name.

CASEID 914  
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 AOL.  
Q4.1 It has to be some email servicing company so I guessed AOL.  
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 917  
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 918  
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 919  
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 920  
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 921  
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 It sounds the same.  
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 924  
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 Apple.  
Q4.1 Because they have an app called FaceTime.  
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 928  
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 930  
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 Does not have a business affiliation or business connection with any other company or companies



CASEID 936  
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 940  
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 It looks like the Facebook logo.  
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 941  
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 The name.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 942  
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 in the ad. I would guess Facemail, but the ad is unclear.  
Q4.1 Facemail is in large, bold type at the top of the ad.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 943  
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, and I know they started up a new email service.  
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 947  
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 948  
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 Because it says Facemail.  
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 954  
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 or a division of Facebook.  
Q4.1 Facemail is in all caps. It states the names then explains services.  
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 I would assume that there is an affiliation with Facebook. It is very similar in name.  
Q6.2 It is very similar to Facebook, so they might be affiliated with Facebook or using Facebook recognition to propel their company name.

CASEID 955  
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 of the "Face" in Facemail.  
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 957  
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 Facemail.  
Q4.1 Because Facemail is the heading, in caps and services are listed below name.  
Q5.0 Are being offered with the authorization or approval of any other company or companies  
Q5.1 E-mail providers.  
Q5.2 Because e-mail providers will be passing the messages to their customers.  
Q6.0 Don't know or have no opinion

CASEID 958  
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 961  
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 The message supplies that name.  
Q5.0 Are being offered with the authorization or approval of any other company or companies  
Q5.1 Facebook and maybe other services like it.  
Q5.2 Just a hunch.  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 Facebook.  
Q6.2 Just a hunch.

CASEID 968  
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 Refused

CASEID 969  
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 970  
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 Rather obvious, isn't it?  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 971  
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 974  
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 Synonymous with 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 Facebook.  
Q6.2 [Not answered]

CASEID 975  
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 976  
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 977  
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 Are being offered with the authorization or approval of any other company or companies  
Q5.1 Facebook.  
Q5.2 Key word Face.  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 Facebook.  
Q6.2 Uses the key word Face.

CASEID 979  
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 It seems like it could be a part of Facebook offerings and it has Face in the name without any spaces. I.e., not Face mail but Facemail.  
Q5.0 Are being offered with the authorization or approval of any other company or companies  
Q5.1 Facebook.  
Q5.2 Because copyright laws would make it hard for someone to use Faceanything with regards to computer operations.  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 Facebook.  
Q6.2 It is a reasonable assumption that a company with a name Facebook would have a connection with a company named Facemail.

CASEID 986  
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 988  
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 992  
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 "Face" in Facemail.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 994  
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 Seems logical.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 1002  
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 Duh. Both start with the word Face, and I suspect Facebook has some sort of copyright on the use of derivatives of it's name. The same way McDonald's blocks the usage of any item prefixed with the title "Mc."  
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 Blah.

CASEID 1003  
 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 Doesn't say.  
 Q4.1 Fine print is not shown.  
 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 1005  
 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 1008  
 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 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 Facebook.  
 Q6.2 Name similar to what Google does with Gmail.

CASEID 1010  
 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 Has a business affiliation or business connection with any other  
 company or companies  
 Q6.1 Don't know company/companies name(s)

CASEID 1013  
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 Has a business affiliation or business connection with any other  
company or companies  
Q6.1 Don't know company/companies name(s)

CASEID 1014  
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 Are being offered with the authorization or approval of any other  
company or companies  
Q5.1 Facebook, Google, Yahoo.  
Q5.2 Facebook, Google and Yahoo provide services to get in  
touch/chatting with contacts via camera so you could chat with  
contacts face-to-face.  
Q6.0 Don't know or have no opinion

CASEID 1015  
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 Facemail.  
Q4.1 It says providing.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 1017  
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 1018  
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 Is the largest print and is prominent.  
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 1019  
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 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 1020  
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 1023  
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 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 1029  
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 1031  
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 1033  
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 largest word on the page.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 1036  
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 Google.  
Q4.1 Because I use it.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 1038  
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 Google, Yahoo, Hotmail, Windows Live, AOL.  
Q4.1 Provide email services.  
Q5.0 Are being offered with the authorization or approval of any other company or companies  
Q5.1 Not sure.  
Q5.1 [Not answered]  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 I'm not sure.  
Q6.1 [Not answered]

CASEID 1039  
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.com  
Q4.1 The name is very much the same just with a slant towards email services.  
Q5.0 Are being offered with the authorization or approval of any other company or companies  
Q5.1 Facebook.com  
Q5.2 Because of the brand name.  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 Facebook.com.  
Q6.2 As I said 3 screens ago, Facebook. Facemail.

CASEID 1040  
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 Seems a logical connection.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 1041  
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 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 1044  
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 it is on the top of the page and the largest font.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 1046  
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 They're always improving Facebook. And they want you to know it's  
their product, i.e., 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 Google, Twitter, Friendster.  
Q6.2 Because im always getting offers or apps to link them together.

## CONTROL CELL

CASEID 461  
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 Don't know or have no opinion

CASEID 464  
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 being offered with the authorization or approval of any other company or companies  
Q5.1 Yahoo.  
Q5.2 Trying to find a way to compete with Google.  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 Yahoo.  
Q6.2 To better compete.

CASEID 465  
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 470  
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 Thinkmail.  
Q4.1 Thinkmail is the opening, the rest of the messages informs potential client of services offered.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 471  
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 A company called Thinkmail. A data services company, i.e. email service provider.  
Q4.1 Because that is my interpretation of the advertisement. Big title means name of company, second line clearly states what they provide.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 472  
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 Has a business affiliation or business connection with any other company or companies  
Q6.1 Don't know company/companies name(s)

CASEID 475  
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 477  
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 Lenovo.  
Q4.1 They make the ThinkPad series of laptops.  
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 479  
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 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 Google.  
Q6.2 Guessing.

CASEID 480  
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 Does not have a business affiliation or business connection with any other company or companies

CASEID 481  
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 Thinkmail.  
Q4.1 It's the largest part of the ad and ties in all main points.  
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 484  
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 489  
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.com.  
Q4.1 Because Google is up and coming. They are into everything now not just a server any more.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 490  
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 491  
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 Does not have a business affiliation or business connection with any other company or companies

CASEID 492  
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 Does not have a business affiliation or business connection with any other company or companies

CASEID 493  
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 Thinkmail.  
Q4.1 Largest type face, at the top.  
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 494  
 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 college campus.  
 Q4.1 Because students need to be in touch with teachers and other students and that would give them many options to do so.  
 Q5.0 Are being offered with the authorization or approval of any other company or companies  
 Q5.1 A government department.  
 Q5.2 They need to be in touch with each other to know what is going on in other parts of the building.  
 Q6.0 Don't know or have no opinion

CASEID 495  
 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 Has a business affiliation or business connection with any other company or companies  
 Q6.1 Don't know company/companies name(s)

CASEID 496  
 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 Thinkmail.  
 Q4.1 Because that's the name that's plastered on the ad.  
 Q5.0 Don't know or have no opinion  
 Q6.0 Don't know or have no opinion

CASEID 497  
 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 Has a business affiliation or business connection with any other company or companies  
 Q6.1 Don't know company/companies name(s)

CASEID 498  
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 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 501  
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 Thinkmail.  
Q4.1 It's at the top of the sign in bold and cap letters.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 502  
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 506  
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 Thinkmail.  
Q4.1 That is the title at the top.  
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 511  
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 Thinkmail.  
Q4.1 Because the text below that word demonstrates a relationship to the word.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 512  
 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 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 514  
 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 515  
 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 516  
 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 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 517  
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 Thinkmail?  
Q4.1 Because of its name. Its in bold writing, and its catchy.  
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 519  
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 520  
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 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 Something like Yahoo or Gmail.  
Q6.2 It is trying to promote using their site.

CASEID 521  
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 526  
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 527  
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 529  
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 532  
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 Thinkmail.  
Q4.1 Thinkmail is not a normal word so presumed to be a company name.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 533  
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 536  
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 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 538  
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 Don't know company/companies name(s)

CASEID 541  
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 The internet, or cyberspace. I get my instant messaging on Facebook and e-mail service through a local company called Cybrzn.  
Q4.1 I guess because that is as much knowledge I have of this technology. And secure e-mail services are through a service offered on the internet.  
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 543  
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 Does not have a business affiliation or business connection with any other company or companies

CASEID 544  
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 Yahoo, Google, MSN.  
Q4.1 I use them.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 545  
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 New e-mail service.  
Q4.1 Word mail in 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 Don't know or have no opinion

CASEID 546  
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 No idea - if I saw it I would assume it's spam.  
Q4.1 Because it seems to be trying to sell me a service.  
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 550  
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 Thinkmail.  
Q4.1 It is on the heading.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 553  
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 554  
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 Thinkmail.  
Q4.1 It is the title at the top and what is below seems to be  
describing what it is.  
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 557  
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 560  
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 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 565  
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 569  
 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 Some computer company.  
 Q4.1 Because it seems to have to do with emailing which is done on the computer.  
 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 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.

CASEID 570  
 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 572  
 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 Microsoft.  
 Q4.1 The way that the words are run together in the title.  
 Q5.0 Are being offered with the authorization or approval of any other company or companies  
 Q5.1 Like I stated in a previous frame; I think that it might be a software application company providing a service connected with another company looking for greater utilization of its investment in hardware.  
 Q5.2 Again, it makes sense. Otherwise it would just be a company that had BOTH the software expertise AND the extensive investment in hardware and expertise in managing the data security and storage that would be necessary to provide this service to the ...  
 Q6.0 Has a business affiliation or business connection with any other company or companies  
 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.

CASEID 574  
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 577  
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 578  
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 579  
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 582  
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 583  
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 588  
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 Don't know company/companies name(s)

CASEID 589  
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 Thinkmail.  
Q4.1 That's the headlines.  
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 590  
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 593  
 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 Thinkmail.  
 Q4.1 Seems logical given that it is the largest font and "thinkmail" is not a word in the English language, therefore I assume it is a name of a company.  
 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 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.

CASEID 595  
 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 601  
 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 Hotmail.  
 Q4.1 Seems to go together with e-mail/Hotmail/Thinkmail but was just a guess.  
 Q5.0 Are being offered with the authorization or approval of any other company or companies  
 Q5.1 Companies which regulate internet communications, but I would not know names.  
 Q5.2 I do not think companies which use KN are companies which would be anything but legal and law abiding.  
 Q6.0 Has a business affiliation or business connection with any other company or companies  
 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.

CASEID 605  
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 Thinkmail.  
Q4.1 Big capital letters, looks like the name of a product.  
Q5.0 Are being offered with the authorization or approval of any other company or companies  
Q5.1 Google, Yahoo.  
Q5.2 Just a guess.  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 Google, Yahoo.  
Q6.2 Just a guess.

CASEID 606  
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 Thinkmail.  
Q4.1 Name is in bold, description of product refers to 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 Don't know or have no opinion

CASEID 607  
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 608  
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 A small business called Thinkmail.  
Q4.1 Ad is very plain.  
Q5.0 Are being offered with the authorization or approval of any other company or companies  
Q5.1 Google.  
Q5.2 They are the largest.  
Q6.0 Does not have a business affiliation or business connection with any other company or companies

CASEID 609  
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 Does not have a business affiliation or business connection with any other company or companies

CASEID 611  
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 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.

CASEID 612  
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 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 613  
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 614  
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 Thinkmail.  
Q4.1 It stands out.  
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 Service companies.  
Q6.2 List of services.

CASEID 618  
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 619  
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 Don't know or have no opinion

CASEID 620  
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 A telephone company (i.e, AT&T, Verizon, etc.).  
Q4.1 They already have the connections to bridge the two and offer the  
service.  
Q5.0 Are being offered with the authorization or approval of any other  
company or companies  
Q5.1 AT&T, Sprint, Verizon, T-Mobile.  
Q5.2 Same as I said before.  
Q6.0 Don't know or have no opinion

CASEID 621  
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 623  
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 Has a business affiliation or business connection with any other company or companies  
Q6.1 Don't know company/companies name(s)

CASEID 625  
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 Thinkmail.  
Q4.1 First sentence and large print with no other server information.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 626  
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 Google.  
Q4.1 Google controls a bigger part of internet.  
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 Google or AT&T.  
Q6.2 Things would be cheaper if more companies offered these services without a monopoly.



CASEID 630  
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 Thinkmail.  
Q4.1 Bold and all caps, nothing else in the copy that suggests a name or what a company would be named.  
Q5.0 Are being offered with the authorization or approval of any other company or companies  
Q5.1 Security email company, would not know any names of any.  
Q5.2 Because is says secure email services.  
Q6.0 Don't know or have no opinion

CASEID 633  
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 Thinkmail.  
Q4.1 Based on the structure of the message, it looks like the company name followed by a description of what they do.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 638  
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 Google.  
Q4.1 Google seems to be expanding into other electronic areas.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 640  
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 Don't know or have no opinion

CASEID 642  
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 645  
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 647  
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 Don't know or have no opinion

CASEID 648  
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 Thinkmail.  
Q4.1 It's in capital letters plus underneath describes what I believe  
is represented by Thinkmail.  
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 649  
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 651  
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 Yahoo.  
Q4.1 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 652  
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 Thinkmail.  
Q4.1 It's the only potential company name mentioned, and is in large print.  
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 655  
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 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 656  
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 Amazon.  
Q4.1 It's about time.  
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 Yahoo.  
Q6.2 Guess.

CASEID 657  
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 Google.  
Q4.1 These services seem very similar to those offered by Google and Gmail.  
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 660  
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 Thinkmail.  
Q4.1 Because it in big letters.  
Q5.0 Are being offered with the authorization or approval of any other company or companies  
Q5.1 Mo other companies.  
Q5.2 I don't see any other.  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 Not sure.  
Q6.2 Because I don't see any other names.

CASEID 665  
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 IBM.  
Q4.1 Think has been their motto for years.  
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 668  
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 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 669  
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 Does not have a business affiliation or business connection with any other company or companies

CASEID 671  
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 No idea.  
Q4.1 It gives no clue and even if it did gives no proof.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 672  
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 Does not have a business affiliation or business connection with any other company or companies

CASEID 673  
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 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 674  
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 680  
 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 AT&T, Cox, Verizon, Sprint. Many others.  
 Q5.2 Because my husband used to work in the telecommunication business. Because I read articles about the internet neutrality and other articles about what is happening in this world. I also hear things coming from groups that want this world to be free ...  
 Q6.0 Has a business affiliation or business connection with any other company or companies  
 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...

CASEID 681  
 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 Does not have a business affiliation or business connection with any other company or companies

CASEID 682  
 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 686  
 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 A secure internet company specially utilized for business related activities and other similar transactions.  
 Q4.1 Key words are secure and think. Hacking to intercept internet transactions is a headline that causes concern or should cause concern for current utilizers.  
 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 688  
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 689  
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 690  
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 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 691  
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 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 692  
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 Yahoo, Microsoft, Google.  
Q6.2 Those are companies that would benefit from this service.

CASEID 695  
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 697  
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 Thinkmail.  
Q4.1 Thinkmail is in bold and at the top.  
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 698  
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 699  
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 702  
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 705  
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 706  
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 707  
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 Providing e-mail services.  
Q4.1 Because it says Thinkmail.  
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 708  
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 Microsoft, AOL, Yahoo.  
Q5.2 It would be hard to believe those companies would accept the service without authorization.  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 Microsoft, AOL, Yahoo.  
Q6.2 Those companies compete for email accounts.

CASEID 709  
 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 Are being offered with the authorization or approval of any other company or companies  
 Q5.1 IBM.  
 Q5.2 Because their slogans deal with Thinking.  
 Q6.0 Has a business affiliation or business connection with any other company or companies  
 Q6.1 IBM.  
 Q6.2 Because their slogan deals with Thinking.

CASEID 711  
 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 Email data services.  
 Q4.1 Data is the key term.  
 Q5.0 Don't know or have no opinion  
 Q6.0 Don't know or have no opinion

CASEID 715  
 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 A company that wants to provide email services to a company or personal.  
 Q4.1 Because it says Thinkmail and it is a catchy phrase.  
 Q5.0 Don't know or have no opinion  
 Q6.0 Don't know or have no opinion

CASEID 717  
 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 718  
 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 Thinkmail.  
 Q4.1 Large type at the top.  
 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 719  
 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 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 724  
 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 731  
 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 IBM.  
 Q4.1 They had the ThinkPad Computer.  
 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 736  
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 737  
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 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 738  
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 740  
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 Thinkmail.  
Q4.1 The title suggests that could be name of the company or service.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 741  
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 MSN.  
Q4.1 Don't really know, it just seems to fit.  
Q5.0 Are being offered with the authorization or approval of any other company or companies  
Q5.1 Perhaps with Yahoo or AT&T or Google and maybe Microsoft.  
Q5.2 Their networks are already in place.  
Q6.0 Does not have a business affiliation or business connection with any other company or companies

CASEID 742  
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 Think mail  
Q4.1 That is what I think.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 743  
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 Email service for corporations.  
Q4.1 The name of the company.  
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 744  
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 746  
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 Has a business affiliation or business connection with any other  
company or companies  
Q6.1 Don't know company/companies name(s)

CASEID 747  
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 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 748  
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 A new company called Thinkmail.  
Q4.1 Because that is the name at the top and there are no other names  
given.  
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 750  
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 Knowledge Panel.  
Q4.1 I'm not sure.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 754  
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 Service company.  
Q4.1 It has the "ring" of someone trying to sell a service for a fee.  
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 There is no way to actually know!  
Q6.2 It is simply to vague. No clue whatsoever.

CASEID 755  
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.  
Q4.1 They are an expanding company that encompasses much of our computer communications and dealings.  
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 757  
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 An internet company.  
Q4.1 E-mail services.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 759  
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.  
Q4.1 Nothing really.  
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 762  
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 Has a business affiliation or business connection with any other  
company or companies  
Q6.1 One of the cable, electric or internet companies.  
Q6.2 They are already in that business.

CASEID 763  
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 764  
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 I have no idea, it is not identified unless Thinkmail is a  
company.  
Q4.1 Because the company does not seem to be identified.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 766  
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 769  
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 Thinkmail.  
Q4.1 Bold large letters.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion



CASEID 770  
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 Has a business affiliation or business connection with any other  
company or companies  
Q6.1 Don't know company/companies name(s)

CASEID 777  
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 780  
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 Thinkmail.  
Q4.1 It appears to be the name of the company as it is above the other  
information in large, bold type.  
Q5.0 Are being offered with the authorization or approval of any other  
company or companies  
Q5.1 Not sure what other companies.  
Q5.2 Unless it is a brand new company, most companies offering these  
services are usually affiliated with other companies.  
Q6.0 Don't know or have no opinion

CASEID 782  
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 Does not have a business affiliation or business connection with  
any other company or companies

CASEID 785  
AGE: 65 or over  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Refused.  
Q4.0 Dish.  
Q4.1 What?  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 788  
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 790  
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 Thinkmail.  
Q4.1 It's the name at the top with the biggest lettering.  
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 791  
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 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 Google. Yahoo.  
Q6.2 Those are two e-mail services I know.

CASEID 793  
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 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 794  
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 Thinkmail.  
Q4.1 I said that because it is the name in large letters at the beginning of the exhibit, and it doesn't make any sense otherwise.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 799  
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 803  
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 Thinkmail.  
Q4.1 Large print.  
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 805  
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 807  
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 Gmail.  
Q4.1 Gmail does everything. Google owns the internet.  
Q5.0 Are being offered with the authorization or approval of any other company or companies  
Q5.1 Like I said, Google, Cisco and Kapersky or Norton.  
Q5.2 Could also be AOL.  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 Google, Cisco and probably some type of internet security group.  
Q6.2 They'll need security and hardware support.

CASEID 809  
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 Thinkmail.  
Q4.1 It's in bold capital letters at the top of the ad.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 816  
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 Yahoo offers e-mail and Facebook offers IM.  
Q5.0 Are being offered with the authorization or approval of any other company or companies  
Q5.1 Facebook, Sprint, AT&T, Comcast.  
Q5.2 These companies do offer IM, e-mail and secure e-mail services.  
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 817  
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 Don't know or have no opinion

CASEID 818  
AGE: 50 to 64  
GENDER: Female  
Q1.0 [Currently use email]  
Q1.0 Yes.  
Q1.1 [Currently use instant messaging]  
Q1.1 Refused.  
Q4.0 Don't know.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 824  
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 Thinkmail.  
Q4.1 It could be a brand name, but it's all the evidence I have to go on at this point.  
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 827  
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 Thinkmail.  
Q4.1 By correspondence with other internet provider company names.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 829  
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 Thinkmail - Email company like Google.  
Q4.1 The typing.  
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 831  
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 Has a business affiliation or business connection with any other  
company or companies  
Q6.1 Maybe IBM.  
Q6.2 I believe IBM has used "Think" in product names.

CASEID 833  
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 Thinkmail.  
Q4.1 It seems fairly apparent.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 834  
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 Thinkmail.  
Q4.1 It is in capital letters and the way it reads it looks like  
Thinkmail is the name of the product/service.  
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 835  
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 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 837  
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 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 838  
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 841  
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 Does not have a business affiliation or business connection with any other company or companies

CASEID 847  
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 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 848  
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 Don't know or have no opinion

CASEID 850  
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 Has a business affiliation or business connection with any other company or companies  
Q6.1 Don't know company/companies name(s)

CASEID 851  
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 The only information given is a company possibly named Thinkmail.  
Q4.1 Thinkmail is in all cap's and is the only thing on the page that is not generically typical.  
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 IBM, HP, Google, Apple, Facebook.  
Q6.2 These tend to be the big players in the markets.

CASEID 855  
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 Don't know or have no opinion

CASEID 856  
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 Thinkmail.  
Q4.1 Big letters, proper noun, non-action phrase.  
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 857  
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 Thinkmail.  
Q4.1 Because its the largest part and the title.  
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 861  
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 E-Mail Data Services.  
Q4.1 Because it has the words think and mail.  
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 862  
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 Thinkmail.  
Q4.1 Its the biggest you see.  
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 863  
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 Are being offered with the authorization or approval of any other company or companies  
Q5.1 HP.  
Q5.2 They want to offer more to their customers when buying their PC.  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 Symantec.  
Q6.2 Secure services require assistance from Symantec or Norton.

CASEID 867  
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 868  
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 Online messaging service.  
Q4.1 Based on words listed in 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 869  
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 Are being offered with the authorization or approval of any other company or companies  
Q5.1 Microsoft perhaps.  
Q5.2 Microsoft seems to have the corner market on this type of stuff.  
Q6.0 Don't know or have no opinion

CASEID 870  
AGE: 18 to 34  
GENDER: Male  
Q1.0 [Currently use email]  
Q1.0 No.  
Q1.1 [Currently use instant messaging]  
Q1.1 Yes.  
Q4.0 Thinkmail.  
Q4.1 The title of the company is big and bold.  
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 871  
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 Are being offered with the authorization or approval of any other  
company or companies  
Q5.1 Microsoft or Apple.  
Q5.2 Looks like something that they would develop.  
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 872  
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 Has a business affiliation or business connection with any other  
company or companies  
Q6.1 Don't know company/companies name(s)

CASEID 873  
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 Thinkmail.  
Q4.1 It's on the first line.  
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 877  
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 880  
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 Thinkmail.  
Q4.1 Enlarged title. Commas indicate different services.  
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 881  
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 Don't know or have no opinion

CASEID 885  
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 887  
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 888  
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 Don't know or have no opinion

CASEID 889  
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 Thinkmail.  
Q4.1 The heading.  
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 Some sort of a ISP.  
Q6.2 You need servers and other equipment.

CASEID 892  
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 IBM.  
Q4.1 Their laptop computer line was ThinkPad.  
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 897  
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 Are being offered with the authorization or approval of any other company or companies  
Q5.1 Any mobile phone service.  
Q5.2 Just feel that's right.  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 AT&T, Verizon, T-Mobile, Sprint.  
Q6.2 I associate instant messaging with cell phones.

CASEID 898  
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 Thinkmail.  
Q4.1 They provide email services such as secure email and instant messaging services.  
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 900  
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 Google.  
Q4.1 No good reason. They have Gmail, so why not Thinkmail.  
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 903  
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 Thinkmail.  
Q4.1 The names in big lettering.  
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 910  
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 Thinkmail.  
Q4.1 The name at the top.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 912  
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 AT&T.  
Q4.1 I guessed.  
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 913  
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 915  
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 Hotmail.  
Q4.1 Hotmail.  
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 Microsoft.  
Q6.2 Microsoft.

CASEID 916  
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 Thinkmail.  
Q4.1 It is at the top of the page, it is larger than the rest of the  
words and since it isn't a real word it makes sense that it is the  
name of a company or product.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 922  
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 Thinkmail.  
Q4.1 It is highlighted and I see nothing else that would indicate a  
company name.  
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 923  
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 Thinkmail.  
Q4.1 It's the biggest word.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 925  
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 926  
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 Hotmail.  
Q4.1 Because they are who I think of when it comes to email.  
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 929  
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 931  
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 932  
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 IBM.  
Q4.1 Looks like their kind of approach to data delivery.  
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 933  
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 Thinkmail.  
Q4.1 Bold and on top.  
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 935  
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 Thinkmail.  
Q4.1 Those letter are the biggest.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 937  
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 Don't know or have no opinion

CASEID 938  
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 Thinkmail.  
Q4.1 Thinkmail is shown in large font and the description below is says providing e-mail and ..., which suggests that Thinkmail is a company, or at least a product.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 939  
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 Thinkmail.  
Q4.1 It is the headline---with things they provide ---that's the way I read it.  
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 944  
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 Has a business affiliation or business connection with any other company or companies  
Q6.1 Don't know company/companies name(s)

CASEID 945  
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 Does not have a business affiliation or business connection with any other company or companies

CASEID 949  
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 Computer service provider.  
Q4.1 It's related to being online.  
Q5.0 Are being offered with the authorization or approval of any other  
company or companies  
Q5.1 It's probably a subsidiary.  
Q5.2 That's what I think.  
Q6.0 Has a business affiliation or business connection with any other  
company or companies  
Q6.1 No idea.  
Q6.2 Because I have no idea.

CASEID 950  
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 951  
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 Thinkmail.  
Q4.1 Normally the company's name is in large print at the top of any  
sign.  
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 952  
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 953  
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 960  
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 Thinkmail.  
Q4.1 Its the letter top.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 962  
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 964  
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 Thinkmail.  
Q4.1 Thinkmail posts their name at the top of the advertisement.  
Q5.0 Are being offered with the authorization or approval of any other company or companies  
Q5.1 Any other security loops they may have to jump through to set up email services.  
Q5.2 Because there may be many steps to providing their type of service.  
Q6.0 Has a business affiliation or business connection with any other company or companies  
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.

CASEID 965  
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 Thinkmail.  
Q4.1 That's what the title says.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 966  
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 967  
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 United States Postal Service with a new idea?  
Q4.1 When I think mail, I think of USPS.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 972  
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 973  
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 Has a business affiliation or business connection with any other company or companies  
Q6.1 Don't know company/companies name(s)

CASEID 981  
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 Thinkmail.  
Q4.1 Bold print.  
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 982  
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 983  
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 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 985  
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 Does not have a business affiliation or business connection with  
any other company or companies

CASEID 987  
 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 989  
 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 Hotmail.  
 Q4.1 Because they have email 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 Has a business affiliation or business connection with any other company or companies  
 Q6.1 Don't know company/companies name(s)

CASEID 991  
 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 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 993  
 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 Online services.  
 Q4.1 'Cause most of them are.  
 Q5.0 Are being offered with the authorization or approval of any other company or companies  
 Q5.1 Hotmail,  
 Q5.2 That's another type of source.  
 Q6.0 Has a business affiliation or business connection with any other company or companies  
 Q6.1 Gmail.  
 Q6.2 That's the most popular one.

CASEID 995  
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 Thinkmail.  
Q4.1 It's at the top of the page in large font.  
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 996  
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 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 997  
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 Thinkmail.  
Q4.1 Because it is the headline of offered services.  
Q5.0 Are being offered with the authorization or approval of any other company or companies  
Q5.1 I don't know, but I guess it is possible.  
Q5.2 So many offerings for email services - it was not like this some years back.  
Q6.0 Has a business affiliation or business connection with any other company or companies  
Q6.1 Some other email service company.  
Q6.2 Because some emails could be now compounded with other known email service.

CASEID 999  
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 Thinkmail.  
Q4.1 It looks like the company name.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion



CASEID 1000  
 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 Thinkmail.  
 Q4.1 Because that is the name being presented before stating what services are included.  
 Q5.0 Don't know or have no opinion  
 Q6.0 Don't know or have no opinion

CASEID 1007  
 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 Thinkmail.  
 Q4.1 Because thinkmail is the header. Then it states the services. Companies brand their product in a way so you will remember them.  
 Q5.0 Don't know or have no opinion  
 Q6.0 Don't know or have no opinion

CASEID 1009  
 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 1011  
 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 I'd assume they are named "Thinkmail."  
 Q4.1 It's prominent in the box. The text below is generic. There's no resemblance to any of the typical type faces used by other vendors, like Hotmail or Yahoo.  
 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 1021  
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 1022  
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 1024  
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 Don't know company/companies name(s)

CASEID 1025  
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 Thinkmail.  
Q4.1 Because it says so.  
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 1026  
 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 being offered with the authorization or approval of any other  
 company or companies  
 Q5.1 Other e-mail service company.  
 Q5.2 E-mail data services.  
 Q6.0 Has a business affiliation or business connection with any other  
 company or companies  
 Q6.1 E-mail services company.  
 Q6.2 Providing e-mail services.

CASEID 1027  
 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 Could be Thinkmail, or someone else and Thinkmail is just one of  
 its services.  
 Q4.1 Doesn't tell you.  
 Q5.0 Don't know or have no opinion  
 Q6.0 Don't know or have no opinion

CASEID 1028  
 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 IBM.  
 Q4.1 Because of their ThinkPad line of laptops.  
 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 1030  
 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 being offered with the authorization or approval of any other  
 company or companies  
 Q5.1 Who ever invented email.  
 Q5.2 Copyright laws.  
 Q6.0 Has a business affiliation or business connection with any other  
 company or companies  
 Q6.1 God only knows but corporations own every thing.  
 Q6.2 Because it is true.

CASEID 1032  
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 Does not have a business affiliation or business connection with  
any other company or companies

CASEID 1034  
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 1037  
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 1042  
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 Don't know or have no opinion

CASEID 1043  
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 1045  
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 No idea.  
Q4.1 'Cause I don't know.  
Q5.0 Don't know or have no opinion  
Q6.0 Don't know or have no opinion

CASEID 1047  
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 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