

# **Exhibit A**



**Keegan & Company LLC**

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**UNITED STATES DISTRICT COURT  
NORTHERN DISTRICT OF ILLINOIS  
EASTERN DIVISION**

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)  
Timelines, Inc., )  
                    )  
                    )  
Plaintiff,       )  
                    )  
                    )  
v.                 ) Case No.: 11 CV 6867  
                    )  
Facebook, Inc., )  
                    )  
                    )  
Defendant.       )  
                    )  
                    )

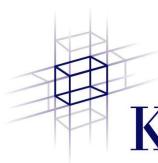
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**Expert Report of  
Dr. Eli Seggev**

**September 28, 2012**

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**Keegan & Company LLC  
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- Exhibit 9—Untabulated Data
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## Summary of Assignment & Opinion

1. I was retained by plaintiff Timelines, Inc. (“Timelines”) to determine the extent to which, if at all, defendant Facebook, Inc.’s (“Facebook”) use of the name “Timeline” on its website and elsewhere results in a likelihood of confusion among consumers between the plaintiff’s trademark, “Timelines” as used on its Timelines.com website, and Facebook.<sup>1</sup>
2. To this end, I conducted a consumer survey designed to test for the presence of likelihood of confusion resulting from Facebook’s use of the Timeline name.
3. The results of the survey show a significant level of likelihood of confusion among consumers between the Timelines trademark (as used on the Timelines.com website) and Facebook. I therefore conclude that there is a likelihood of confusion among consumers between Facebook’s use of the name Timeline and the Timelines mark.
4. My opinions as well as the methodology, execution and results of my study are presented in detail in the sections below.

## Qualifications of Dr. Seggev

5. As set forth in my resume at Exhibit 1, I hold an MBA from the University of Michigan and a Ph.D. in Marketing and Quantitative Methods from Syracuse University.
6. I have spent my entire professional career in the field of marketing, both as an academic and as a marketing research practitioner. I have held academic appointments, mostly in graduate business programs, between 1969 and 1992 having taught consumer behavior, marketing

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<sup>1</sup> Timelines is the owner of the federal trademarks “Timelines” (U.S. Reg. No. 3,684,074), “Timelines.com” (U.S. Reg. No. 3,764,134) and the “Timelines” design mark (U.S. Reg. No. 3,784,720).

strategy, marketing research, marketing planning, advertising management, management of innovation, and entrepreneurship.

7. During the years 1973 to 1980, I held various project management and executive positions in marketing research firms in New York City culminating in the formation of my own marketing research firm in 1980. That company was acquired by a U.K.-based research firm in 1982, with which I remained associated until 1985 when I started a second marketing research and consulting firm. I led that firm to technological accomplishments in the field of computer simulation of consumer behavior. Under my direction, this company experienced considerable growth until its acquisition in 1999 by Synovate, one of the largest global research organizations.
8. Since 1999 I have been acting as a consultant and advisor to Fortune 500 companies, startups, and research firms. I am also a testifying expert for Keegan & Company LLC, where I contribute litigation and expert consulting in a variety of cases within my line of expertise, including branding strategy and management, consumer behavior, marketing and consumer research, likelihood of confusion studies, trademark and trade dress disputes, among other areas.
9. I am the recipient of the 1969 American Marketing Association Dissertation Award given annually to outstanding dissertations in the field of Marketing. As set forth in Exhibit 2, I have published scholarly articles in various professional publications as well as articles on practical matters in marketing and consumer behavior.
10. In my professional career, particularly in my own firms, I have conducted, designed, supervised and reported the results of hundreds of studies. I have trained scores of young researchers and have mentored many more in client organizations. I have worked with large companies, e.g., IBM, AT&T, Seagram, Bell Laboratories, Hardee's, Imperial Tobacco, Subway Sandwich, SunGard Corp., as well as with small firms in a variety of industries.
11. In my career as a marketing research professional I have encountered a great variety of issues, questions, hypotheses, and management decisions for which I have designed studies and have conducted many multi-year research studies.

12. In my litigation consulting work I have designed, executed, and rebutted studies in the areas of likelihood of confusion, secondary meaning, brand awareness measurement, demand estimation, and the evaluation of the effects of advertising, among others.
13. In my capacity as an expert witness in conjunction with my own studies or the evaluation of studies conducted by others, I have been deposed and have testified in court. For a complete list of my testimony, see Exhibit 3—Dr. Seggev Experience Table.
14. The documents that I have relied upon in writing this report appear as Exhibit 4. I am being compensated for my work on this case at the rate of \$525 per hour. My compensation is not dependent on the outcome of this case.

## **Consumer Survey**

### **Study Integrity**

15. I conducted a consumer survey in this case to determine whether there is a likelihood of confusion among consumers between the plaintiff's Timelines trademark and Facebook's use of the name Timeline on its website and elsewhere.<sup>2</sup> The survey was designed and executed in accordance with accepted standards of survey research.<sup>3</sup> All appropriate measures to maintain objectivity and data integrity were taken throughout the survey process.
16. All efforts were made to present the survey questions in an objective, unbiased, and non-leading format. Respondents were presented with a "don't know" or "no opinion" answer option wherever appropriate throughout the survey in an effort to reduce guessing. Randomized rotation of the answer options was employed throughout the survey wherever appropriate.

### **Study Design**

17. The study employed an experimental Test vs. Control design. As the name suggests, the role of the Control Group is to control for the possible impact of all other variables except the
- 

<sup>2</sup> Facebook's contested actions form the basis of this litigation and are described in detail in the case pleadings.

<sup>3</sup> See for example, Diamond, S. (2011). Reference guide on survey research. In *Reference Manual on Scientific Evidence*. Federal Judicial Center/National Academy of Sciences, p. 359-423.

mark that is the subject of this litigation. In this way, the results reflect only the net effects of the name Timelines while neutralizing the effects of all other possible variables.

18. The Test Group was exposed to a Timelines webpage while the Control Group was exposed to the same webpage except that the page name, the web address, and the logo were digitally modified to use the name “Timescapes.” Timescapes is a fabricated name which is sufficiently similar to the contested mark (e.g., both names contain the word “time”) and yet different enough to provide a standard against which one can judge the effect of the name Timelines on consumers.<sup>4</sup>
19. The Test vs. Control design requires respondents to be assigned to the Test Group or the Control Group (not both) in a random fashion, which was accomplished through the survey software platform. Additionally, in terms of demographic composition, the two groups should be as closely matched as possible. Table 1 below shows the high level of similarity between the two samples.<sup>5</sup>

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<sup>4</sup> Diamond, S. (2011). Reference guide on survey research. In *Reference Manual on Scientific Evidence*. Federal Judicial Center/National Academy of Sciences, p. 397-401.

<sup>5</sup> In fact, none of the differences in the sample characteristics is statistically significant at 95 percent confidence.

*Table 1. Sample Characteristics*

	<b>Test Group</b> (% Respondents) (n=302)	<b>Control Group</b> (% Respondents) (n=300)
<b>Gender</b>		
Male	51	49
Female	49	51
<b>Age</b>		
18-24	5	5
25-34	22	18
35-44	15	18
45-54	22	23
55-64	22	22
65+	16	14
<b>Education</b>		
Less than high school	0	0
High school	15	11
College	56	55
Graduate school	29	34
<b>Annual Income (\$000)</b>		
Under \$35	12	13
\$35.0-\$49.9	30	27
\$50.0-\$74.9	24	22
\$75.0-\$99.9	16	17
\$100.0-\$124.9	8	9
\$125.0+	10	12
<b>Social Media Membership</b>		
Facebook	71	69
LinkedIn	31	33
Google+	20	25
Twitter	19	23
Foursquare	4	4
None of the above	20	21
<b>Facebook browsing among Facebook members</b>		
(Sample size)	(n=214)	(n=208)
Daily	54	66
2-3 times/week	17	13
Once/week	10	5
2-3 times/month	7	7
Once/month	5	4
Less than once/month	7	5
Never	0	1

**Interviewing**

20. The survey was completed through online interviewing via the Internet. The respondent sample was obtained through random selection among a consumer panel. The panel for this study was provided by Research Now, a market research company that maintains an online consumer panel of over 3 million members that is balanced to the United States Census. Research Now is a leading provider of survey sample in the United States.<sup>6</sup>
21. The survey was programmed using an industry-leading online survey software platform. All survey programming was done by Keegan & Company staff at my direction. The survey software facilitates the programming and execution of advanced survey designs, including complex skip logic and advanced rotation and randomization of questions, answer options, and stimuli. These features were employed whenever appropriate.
22. All efforts were made to ensure appropriate survey administration. Neither the panel provider nor the respondents knew the purpose of the surveys or the sponsoring party, thus ensuring “double blindness.” A double blind study removes any possible external or circumstantial bias from the survey process.
23. To complete interviews, the online panel company sent email invitations containing the unique Internet address where the questionnaire was posted to a randomly selected group of its members. When the required number of respondents (at least 300 in each group) completed the interview, the site was closed down and the survey was deemed complete.

**Sample**

24. The sample in this study consisted of 302 respondents in the Test Group and 300 respondents in the Control Group. Respondents originated with the online sample company, Research Now. This study was conducted on a randomly selected sample of panel members to ensure that no bias was introduced into the respondent selection process.
25. The sample was designed to consist of adults, i.e., at least 18 years of age, equally divided by gender. No other restrictions were specified for our target population, allowing us to project the results to the population at large.

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<sup>6</sup> Research Now, “Panel Quality: Our Values,” [www.researchnow.com/en-US/Panels/PanelQuality.aspx](http://www.researchnow.com/en-US/Panels/PanelQuality.aspx).

**Questionnaire**

26. In consumer surveys, data are collected by means of a questionnaire. In this case respondents in the Test Group and the Control Group were administered the exact same questionnaire, with the exception of the stimuli to which they were exposed. Specifically, respondents in the Test Group were shown a screen capture image of the Timelines webpage, whereas the respondents in the Control Group were shown the same webpage, but with the page name, the web address, and the logo digitally altered to read “Timescapes” instead of “Timelines.” The full questionnaire is available as Exhibit 5 and the stimuli are available as Exhibit 6.
27. The questionnaire opens with a series of general instructions, the most important of which is the item granting respondents “permission” to select the “don’t know” answer option for any question they are unsure how to answer. The role of this procedure is to remove any perceived psychological pressure on consumers taking the survey and to reduce guessing. This step encourages respondents to express their true feelings and opinions.
28. The main questionnaire follows respondents’ exposure to the stimulus webpage (Test or Control). The questionnaire presents respondents with a list of companies and asks them to identify the companies with which they most associate the name used on the stimulus webpage (Timelines for the Test and Timescapes for the Control).
29. This procedure constitutes an aided association measurement, a standard research tool used in the field of consumer research. The list of companies was presented randomly to each respondent and was comprised of the following:
- CNN
  - Facebook
  - Foursquare
  - Google+
  - LinkedIn
  - The New York Times
  - Twitter
  - YouTube
  - Other (please specify)
  - None of the above

30. Of those, five companies come from the social media category (Facebook, Foursquare, Google+, LinkedIn, and Twitter), two come from the news media category (The New York Times and CNN) and one (YouTube) comes from the entertainment category. This list was constructed with the intent of concealing from respondents the true nature of the study.
31. The next question asked respondents to explain the choices they made in the previous question. This question was phrased as an “open-ended” question, meaning that respondents were presented with a text box within which they could type their specific answers.
32. The next two questions asked respondents to identify the social media sites with which they maintain an account or profile and, for those who selected Facebook, how often they visit the Facebook website. The purpose of these questions is to compile a behavioral inventory for each respondent relative to social media.
33. The questionnaire closed with two demographic questions—education and household income—for classification purposes.

## **Measuring Likelihood of Confusion**

34. Likelihood of confusion is measured by the difference between the percent of respondents who associate Timelines with Facebook (in the Test Group) and the percent of respondents who associate Timescapes with Facebook (in the Control Group). If the difference is statistically significant, the conclusion is that likelihood of confusion is present.
35. The statistical significance of the difference between the groups is calculated at “95 percent confidence.” This means that if the exact same experiment were run an infinite number of times, the results obtained here would prevail in all but five percent of the cases. That degree of scientific certainty is the universal standard for accepting survey results as evidence of what would be observed in the population at large throughout the behavioral sciences.
36. It is noteworthy that the finding of likelihood of confusion is not determined by the absolute value of the percent of consumers who associate the two marks (i.e., there is no “threshold” that must be met or exceeded), but rather the degree to which the observed difference in source affiliation between the Test and Control Groups is not dictated by chance alone.

## Analysis of Results

37. As shown in Table 2 below, 19 percent of the Test Group respondents associated Timelines with Facebook versus only 8 percent who associated Timescapes with Facebook in the Control Group. This difference is statistically significant.<sup>7</sup> Based on this result, I conclude that consumers associate Facebook with Timelines at more than twice the rate that they associate Facebook with Timescapes, thus indicating the presence of likelihood of confusion above and beyond what would be expected simply by chance.

*Table 2. Likelihood of Confusion Measurement*

	<b>Test Group</b> (Timelines)	<b>Control Group</b> (Timescapes)
	(n=302) % Respondents	(n=300) % Respondents
Facebook	19*	8
LinkedIn	2	1
Google+	9	5
Twitter	1	3
Foursquare	1	1
CNN	13	10
The New York Times	28	27
YouTube	4	6
Other	4	5
None of the above	39	50

\*Statistically significant difference at 95 percent confidence.

38. As shown in Exhibit 8, when asked for the reasons that they associate Timelines with Facebook, most respondents identified the Timeline product on Facebook. In this regard, the impression Facebook makes on consumers through the use of Timeline on its website is the primary reason for the likelihood of confusion observed in this study.
39. Furthermore, the data show that seven out of ten respondents have a Facebook account and over half of them visit the Facebook website at least daily. In this market environment, it is not surprising that respondents have familiarity with Facebook's Timeline and that it is the source of consumer confusion in this case.

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<sup>7</sup> Statistical testing performed at [www.surveystar.com](http://www.surveystar.com).

## Conclusions

40. The results of this study confirm that Facebook's use of the name Timeline on its website has resulted in a statistically significant likelihood of confusion among consumers with regard to the plaintiff's Timelines mark.
41. This likelihood of confusion is particularly prominent in light of the fact that seven out of ten members of the target population are Facebook members and between one-half and two-thirds of them visit Facebook at least daily. It is not surprising to find likelihood of confusion among this well-informed and knowledgeable population.

I reserve the right to supplement and revise this report and the opinions expressed herein based on new information provided to me.

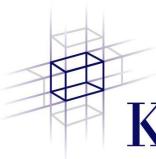


Dr. Eli Seggev

September 28, 2012

Date

**Exhibit 1—Dr. Seggev Resume**



# Keegan & Company LLC

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## Dr. Eli Seggev

### Education

- Ph.D., Marketing and Quantitative Methods, Syracuse University (1969)
  - Recipient of American Marketing Association Dissertation Award (1969)
- Master of Business Administration, University of Michigan (1965)
- B.A., Social Sciences, Hebrew University (1963)

### Business Experience

#### ***Keegan & Company LLC (2000 – present)***

Senior Expert Consultant. Testify regarding consumer confusion, trade dress, dilution, consumer behavior, secondary meaning, and other consumer research issues.

#### ***Independent Consultant (2000 – present)***

Independent consultant in marketing research, marketing strategy, business development, and entrepreneurship.

#### ***MS&P – Marketing Strategy and Planning (1985 – 2001)***

- Founder & CEO.
- Developed the company into a technologically leading-edge marketing research firm providing computer simulation and other advanced information technology services to industry.
- Served wide range of clients, including: IBM, AT&T, Chase, Subway, SunGard, Lear Jet, and many others.
- Sold the company to Market Facts, one of the top U.S. marketing research firms, in 1999.

#### ***Business Decisions, Inc. (1982 – 1984)***

President. Business Decisions, Inc. was the reincarnation of Marketing Systems, Inc., (see below), reflecting the U.K. parent brand.

#### ***Marketing Systems, Inc. (1980 – 1982)***

- Founder & CEO.

- Established a marketing research company dedicated to providing brand management information and consulting when brand management began to take hold in marketing management.
- Served clients such as Seagram, Cessna, Miles Laboratories, Imperial Tobacco, and many others.
- Agreed to be acquired by AIDCOM International, a U.K. company seeking a U.S. presence.

***Independent Consultant (1977 – 1980)***

Independent consultant to companies regarding consumer research and marketing.

***Decisions Center, Inc. (1976 – 1977)***

Senior Project Director.

***Benton and Bowles Advertising (1975 – 1976)***

Associate Research Director.

***Audits and Surveys, Inc. (1973 – 1975)***

Project Director.

**Academic Appointments**

- Associate Professor of Marketing, Lubin Graduate School of Business, Pace University (1982 – 1992).
- Associate Professor of Marketing, Baruch College (1975 – 1982).
- Visiting Lecturer in Marketing, Recanati School of Business, Tel Aviv University (1971 – 1972).
- Associate Professor of Marketing, Graduate School of Business, C.W. Post University (1970 – 1975).
- Assistant Professor of Marketing, School of Management, Syracuse University, (1969 – 1970).

**Selected Publications**

*Values Added from Internet Research*, ESOMAR Net Effects<sup>4</sup> Worldwide Internet Conference, 2001, with C. Eichman, A. Mezzasalma and G. Licastro.

*Marketing Research—the Marketing Strategy Engine*, The Institute of International Research Conference: Customer Marketing for Newly Deregulated Industries, 1998.

*The Pickax, The Shovel, The Bulldozer and the Head Lamp*, Working Paper, 1998.

*Fusing Attitudinal and Behavioral Data in Data Mining*, Working Paper, 1998.

*Gaining Competitive Advantage Through Customer-Focused Marketing*, Idaho and Montana Banker Association Annual Convention, 1997.

*A Role in Flux*, Marketing Management, 1995.

*Getting the Most Out of Your Customer Satisfaction Measurement*, Consumer Banking Digest, 1993.

*Advertising Effectiveness Measurement for Contribution-Based Compensation*, Journal of Advertising Research, 1992.

*Testing the Strategic Fit of Financial Services Advertising*, Advertising Research Foundations Key Issues Workshop, 1983.

*Testing Persuasion by Strategic Positioning*, Journal of Advertising Research, 1982.

*Brand Assortment and Consumer Brand Choice*, Journal of Marketing, 1970.

**Exhibit 2—Dr. Seggev Publications**



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## Publications of Dr. Eli Seggev

**1970 – Present**

*Size of Client Firm Determines Research Needs*, Marketing News, Vol. 39, Issue 15, 2005.

*Values Added from Internet Research*, ESOMAR Net Effects Worldwide Internet Conference, 2001, with C. Eichman, A. Mezzasalma and G. Licastro.

*Marketing Research—the Marketing Strategy Engine*, The Institute of International Research Conference: Customer Marketing for Newly Deregulated Industries, 1998.

*The Pickax, The Shovel, The Bulldozer and the Head Lamp*, Working Paper, 1998.

*Fusing Attitudinal and Behavioral Data in Data Mining*, Working Paper, 1998.

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*A Role in Flux*, Marketing Management, 1995.

*Getting the Most Out of Your Customer Satisfaction Measurement*, Consumer Banking Digest, 1993.

*Advertising Effectiveness Measurement for Contribution-Based Compensation*, Journal of Advertising Research, 1992.

*Testing the Strategic Fit of Financial Services Advertising*, Advertising Research Foundations Key Issues Workshop, 1983.

*Testing Persuasion by Strategic Positioning*, Journal of Advertising Research, 1982.

*Brand Assortment and Consumer Brand Choice*, Journal of Marketing, 1970.

**Exhibit 3—Dr. Seggev Experience Table**



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## Expert Witness Testimony—Dr. Seggev

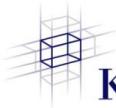
### Past four years of testimony

In the Matter of	Court	Representing	Testimony
Georgia-Pacific Corporation v. von Drehle Corporation	United States District Court for the Eastern District of North Carolina Raleigh Division	Plaintiff	Trial Testimony Deposition
Sharp Corporation v. Dell, Inc.	United States District Court, District of New Jersey	Plaintiff	Deposition
Philip Morris USA Inc. v. Veles LTD. et al.	United States District Court, Southern District of New York	Defendants	Deposition
Georgia-Pacific Consumer Products, LP v. Myers Supply, Inc.	United States District Court for the Western District of Arkansas, Hot Springs Division	Plaintiff	Trial Testimony
Lannett Company Inc. v. KV Pharmaceutical Company et al.	U.S. District Court for the District of Delaware	Plaintiff	Deposition
Simpson Strong-Tie Company Inc. v. Stewart, Estes & Donnell, PLC	U.S. District Court for the Middle District of Tennessee, Nashville Division	Plaintiff	Deposition

In the Matter of	Court	Representing	Testimony
Talisker Corporation, Talisker Deer Valley Corporation v. Prime West Jordanelle, LLC	U.S. District Court for the District of Utah, Central Division	Plaintiff	Hearing Testimony
ConsumerInfo.com v. Money Management International	United States District Court, Central District of California, Western Division	Plaintiff	Deposition
Nafar v. Hollywood Tanning Systems, Inc.	Superior Court of the State of New Jersey, Law Division, County of Middlesex	Plaintiffs	Deposition
Citizens Banking Corporation v. Citizens Financial Group, Inc., Charter One Bank, NA, The Royal Bank of Scotland Group, PLC	In The United States District Court For The Eastern District of Michigan, Southern Division	Plaintiff	Trial Testimony Deposition
Citizens Banking Corporation v. Citizens First Bancorp, et al.	United States District Court, Eastern District of Michigan, Southern Division	Plaintiff	Deposition Hearing Testimony
Vista India, Inc. v. Raaga, LLC (d/b/a Raaga.com)	United States District Court, District of New Jersey	Defendant	Hearing Testimony
In Re: Sunscreen Cases	Los Angeles Superior Court	Class	Deposition
Perfumebay.com, Inc. v. eBay, Inc.	United States District Court for the Central District of California	Plaintiff	Trial Testimony

In the Matter of	Court	Representing	Testimony
Coastal Communication Service, Inc. v. The City of New York	United States District Court for the Eastern District of New York	Defendant	Deposition
Georgia-Pacific Corporation v. American Paper Converting, Inc.	United States District Court for the District of Oregon	Plaintiff	Deposition
24 Hour Fitness USA, Inc. v. 24/7 Tribeca Fitness, LLC	United States District Court for the Southern District of New York	Defendant	Deposition Trial Testimony

**Exhibit 4—Documents Considered by Dr. Seggev**



## Timelines, Inc. v. Facebook, Inc.

Expert Report Documents Considered			
Description	Date	Type	Source
First Amended Complaint For Injunctive And Other Relief	10/8/2011	Pleading	Reed Smith LLP
Facebook Inc.'s Answer To Plaintiff's First Amended Complaint And Counterclaims Against Plaintiff	12/6/2011	Pleading	Reed Smith LLP
Order Denying Plaintiff's Motion For TRO	9/30/2011	Order	Reed Smith LLP
Plaintiff's Motion For A Temporary Restraining Order	9/30/2011	Pleading	Reed Smith LLP
Plaintiff's Memorandum of Law In Support Of Its Motion For A Temporary Restraining Order	9/30/2011	Pleading	Reed Smith LLP
Timelines Inc.'s Answer to Facebook Inc.'s Counterclaims Against Timelines	12/27/2011	Pleading	Reed Smith LLP
Diamond, S. <i>Reference guide on survey research</i> . In Reference Manual on Scientific Evidence. Federal Judicial Center/National Academy of Sciences.	2011	Treatise	Keegan & Company LLC
Research Now website, <a href="http://www.researchnow.com">www.researchnow.com</a>	No Date	Internet	Keegan & Company LLC
SurveyStar website, <a href="http://www.surveystar.com">www.surveystar.com</a>	No Date	Internet	Keegan & Company LLC

## **Exhibit 5—Questionnaire**

Survey | Qualtrics Survey S X

surveys.qualtrics.com/SE/?SID=SV\_3OhI7AQRLiF5ABn

## Consumer Survey

Thank you for agreeing to participate in this survey. The survey is for research purposes only. You will remain anonymous and your responses will be held strictly confidential.

The survey will take just a few minutes of your time. Before we begin, please read the following instructions:

- It is perfectly acceptable for you to choose the "don't know" or "no opinion" answer whenever it appears in a question. Please do not try to guess if you don't know or have no opinion.
- Your browser's back button will be disabled during the survey. Please use the navigation buttons within the survey to advance through the questionnaire.
- If you typically wear eyeglasses or contact lenses while using your computer, please make sure you are wearing them now.

Do you understand the instructions provided above?

No  
 Yes  
 Don't know

Click the "Next" button below to continue.

Survey Powered By [Qualtrics](#)

NEXT >>

Survey | Qualtrics Survey S X

surveys.qualtrics.com/SE/?SID=SV\_3OhI7AQRLiF5ABn

**Consumer Survey**

What is your gender?

Female

Male

Click the "Next" button below to continue.

Survey Powered By [Qualtrics](#)

**NEXT >>**

Survey | Qualtrics Survey S X

surveys.qualtrics.com/SE/?SID=SV\_3OhI7AQRLiF5ABn

### Consumer Survey

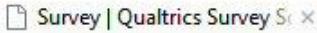
Which of the following age brackets contains your age on your last birthday?

- Under 18
- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- 65 or older

Click the "Next" button below to continue.

Survey Powered By [Qualtrics](#)

**NEXT >>**

 Survey | Qualtrics Survey

[surveys.qualtrics.com/SE/?SID=SV\\_3OhI7AQRLiF5ABn](http://surveys.qualtrics.com/SE/?SID=SV_3OhI7AQRLiF5ABn)

### *Consumer Survey*

In the next part of the survey, you will be shown an image of a webpage. Please look at the webpage as you would if you encountered it during typical web browsing. You will be asked your opinions regarding the webpage when you are finished viewing it.

Click the "Next" button below to continue.

Survey Powered By [Qualtrics](#)

**NEXT >>**

Survey | Qualtrics Survey S X

surveys.qualtrics.com/SE/?SID=SV\_3OhI7AQRLf5ABn

Consumer Survey

Please look at the webpage below as you would during typical web browsing. Click the "Next" button below to continue.

Timelines.com: Discover, R X

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His first one-man art-gallery exhibition as a fine artist was on July 9, 1962, in the Ferus Gallery of Los Angeles. The exhibition marked the West Coast debut of pop art. Andy Warhol's first New York solo Pop exhibit was hosted at Eleanor Ward's Stable Gallery November 6-24, 1962. The exhibit included the works Marilyn Diptych, 100 Soup Cans, 100 Coke Bottles and 100 Dollar Bills. At the Stable Gallery exhibit, the artist met for the first time... [View Event](#)

8 Jul 1777 Battle Of Fort Anne  
7 Jul 2005 London Bombings of July 2005  
6 Jul 1933 First Major League All-Star Game  
5 Jul 1810 Phineas Taylor Barnum Is Born  
4 Jul 1776 United States Declaration of Independence  
3 Jul 1971 Jim Morrison Dies

Battles of the American Civil War [View All →](#)

12 Apr 1861 First Battle of Fort Sumter  
21 Jul 1861 First Battle of Bull Run  
8 Mar 1862 Battle of the Monitor and Merrimack  
17 Sep 1862 Battle of Antietam  
1 Jul 1863 Battle Of Gettysburg  
9 Apr 1865 Battle of Appomattox Court House

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surveys.qualtrics.com/SE/?SID=SV\_3OhI7AQRLiF5ABn

## Consumer Survey

We would like you to consider the name of the webpage you just viewed:

**timelines®**

Which of the following companies, if any, do you most associate this name with? Please select all that apply.

- Foursquare
- Google+
- Twitter
- CNN
- YouTube
- LinkedIn
- The New York Times
- Facebook
- Other (please specify):
- None of the above

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*Consumer Survey*

When considering the name of the webpage you viewed:

**timelines®**

You indicated that you associate this name with the following companies or companies:

**Facebook, LinkedIn, Google+, Twitter, Foursquare, CNN, The New York Times, YouTube**

Why do you say that? Please list all reasons that come to mind.

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surveys.qualtrics.com/SE/?SID=SV\_3OhI7AQRLiF5ABn

### Consumer Survey

On which, if any, of the following social media websites do you have a personal account or profile? Please select all that apply.

- Google+
- Facebook
- LinkedIn
- Twitter
- Foursquare
- None of the above

Click the "Next" button below to continue.

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surveys.qualtrics.com/SE/?SID=SV\_3OhI7AQRLi5ABn

### Consumer Survey

Approximately how often, if at all, do you browse Facebook?

- Daily
- 2-3 times a week
- Once a week
- 2-3 times a month
- Once a month
- Less than once a month
- Never

Click the "Next" button below to continue.

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Survey | Qualtrics Survey  

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**Consumer Survey**

Now, a few more questions for classification purposes only. First, which of the following best describes your educational background?

Less than high school  
 High school/Technical school  
 College/Some college  
 Graduate School

Which of the following includes your household's approximate annual income in 2011?

Under \$35,000  
 \$35,000 - \$49,999  
 \$50,000 - \$74,999  
 \$75,000 - \$99,999  
 \$100,000 - \$124,999  
 \$125,000 and above

Click the "Next" button below to continue.

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## **Exhibit 6—Stimuli**

**Test Stimulus**

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Consumer Survey

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**Control Stimulus**

Survey | Qualtrics Survey S X

surveys.qualtrics.com/SE/?SID=SV\_3OhI7AQRLi5ABn

Consumer Survey

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## **Exhibit 7—Tabulated Data**

## Test Cell (Timelines)

1. Thank you for agreeing to participate in this survey. The survey is for research purposes only. You will remain anonymous and your responses will be held strictly confidential. The survey will take just a few minutes of your time. Before we begin, please read the following instructions:

- It is perfectly acceptable for you to choose the "don't know" or "no opinion" answer whenever it appears in a question. Please do not try to guess if you don't know or have no opinion.
- Your browser's back button will be disabled during the survey. Please use the navigation buttons within the survey to advance through the questionnaire.
- If you typically wear eyeglasses or contact lenses while using your computer, please make sure you are wearing them now.

Do you understand the instructions provided above?

#	Answer	Response	%
1	Yes	302	100%
2	No	0	0%
3	Don't know	0	0%
	Total	302	100%

Statistic	Value
Min Value	1
Max Value	1
Mean	1.00
Variance	0.00
Standard Deviation	0.00
Total Responses	302

**2. What is your gender?**

#	Answer		Response	%
1	Male		155	51%
2	Female		147	49%
	Total		302	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.49
Variance	0.25
Standard Deviation	0.50
Total Responses	302

**3. Which of the following age brackets contains your age on your last birthday?**

#	Answer	Response	%
1	Under 18	0	0%
2	18 - 24	14	5%
3	25 - 34	65	22%
4	35 - 44	44	15%
5	45 - 54	65	22%
6	55 - 64	65	22%
7	65 or older	49	16%
Total		302	100%

Statistic	Value
Min Value	2
Max Value	7
Mean	4.82
Variance	2.26
Standard Deviation	1.50
Total Responses	302

**4. We would like you to consider the name of the webpage you just viewed. Which of the following companies, if any, do you most associate this name with? Please select all that apply.**

#	Answer	Response	%
1	Facebook	58	19%
2	LinkedIn	6	2%
3	Google+	26	9%
4	Twitter	4	1%
5	Foursquare	2	1%
6	CNN	39	13%
7	The New York Times	85	28%
8	YouTube	12	4%
9	Other (please specify):	13	4%
10	None of the above	117	39%

Statistic	Value
Min Value	1
Max Value	10
Total Responses	302

**5. On which, if any, of the following social media websites do you have a personal account or profile?**  
**Please select all that apply.**

#	Answer	Response	%
1	Facebook	214	71%
2	LinkedIn	95	31%
3	Google+	59	20%
4	Twitter	57	19%
5	Foursquare	12	4%
6	None of the above	60	20%

Statistic	Value
Min Value	1
Max Value	6
Total Responses	302

**6. Approximately how often, if at all, do you browse Facebook?**

#	Answer	Response	%
1	Daily	115	54%
2	2-3 times a week	37	17%
3	Once a week	22	10%
4	2-3 times a month	15	7%
5	Once a month	11	5%
6	Less than once a month	14	7%
7	Never	0	0%
	Total	214	100%

Statistic	Value
Min Value	1
Max Value	6
Mean	2.12
Variance	2.43
Standard Deviation	1.56
Total Responses	214

**7. Now, a few more questions for classification purposes only. First, which of the following best describes your educational background?**

#	Answer	Response	%
1	Less than high school	1	0%
2	High school/Technical school	46	15%
3	College/Some college	168	56%
4	Graduate School	87	29%
	Total	302	100%

Statistic	Value
Min Value	1
Max Value	4
Mean	3.13
Variance	0.44
Standard Deviation	0.66
Total Responses	302

**8. Which of the following includes your household's approximate annual income in 2011?**

#	Answer	Response	%
1	Under \$35,000	35	12%
2	\$35,000 - \$49,999	92	30%
3	\$50,000 - \$74,999	72	24%
4	\$75,000 - \$99,999	49	16%
5	\$100,000 - \$124,999	24	8%
6	\$125,000 and above	30	10%
	Total	302	100%

Statistic	Value
Min Value	1
Max Value	6
Mean	3.08
Variance	2.14
Standard Deviation	1.46
Total Responses	302

## Control Cell (Timescapes)

1. Thank you for agreeing to participate in this survey. The survey is for research purposes only. You will remain anonymous and your responses will be held strictly confidential. The survey will take just a few minutes of your time. Before we begin, please read the following instructions:

- It is perfectly acceptable for you to choose the "don't know" or "no opinion" answer whenever it appears in a question. Please do not try to guess if you don't know or have no opinion.
- Your browser's back button will be disabled during the survey. Please use the navigation buttons within the survey to advance through the questionnaire.
- If you typically wear eyeglasses or contact lenses while using your computer, please make sure you are wearing them now.

Do you understand the instructions provided above?

#	Answer	Response	%
1	Yes	300	100%
2	No	0	0%
3	Don't know	0	0%
	Total	300	100%

Statistic	Value
Min Value	1
Max Value	1
Mean	1.00
Variance	0.00
Standard Deviation	0.00
Total Responses	300

## 2. What is your gender?

#	Answer		Response	%
1	Male		146	49%
2	Female		154	51%
	Total		300	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.51
Variance	0.25
Standard Deviation	0.50
Total Responses	300

**3. Which of the following age brackets contains your age on your last birthday?**

#	Answer	Response	%
1	Under 18	0	0%
2	18 - 24	14	5%
3	25 - 34	54	18%
4	35 - 44	54	18%
5	45 - 54	69	23%
6	55 - 64	67	22%
7	65 or older	42	14%
Total		300	100%

Statistic	Value
Min Value	2
Max Value	7
Mean	4.82
Variance	2.08
Standard Deviation	1.44
Total Responses	300

**4. We would like you to consider the name of the webpage you just viewed. Which of the following companies, if any, do you most associate this name with? Please select all that apply.**

#	Answer	Response	%
1	Facebook	24	8%
2	LinkedIn	4	1%
3	Google+	15	5%
4	Twitter	8	3%
5	Foursquare	3	1%
6	CNN	30	10%
7	The New York Times	82	27%
8	YouTube	17	6%
9	Other (please specify):	14	5%
10	None of the above	150	50%

Statistic	Value
Min Value	1
Max Value	10
Total Responses	300

**5. On which, if any, of the following social media websites do you have a personal account or profile?**  
**Please select all that apply.**

#	Answer	Response	%
1	Facebook	208	69%
2	LinkedIn	98	33%
3	Google+	75	25%
4	Twitter	69	23%
5	Foursquare	12	4%
6	None of the above	63	21%

Statistic	Value
Min Value	1
Max Value	6
Total Responses	300

**6. Approximately how often, if at all, do you browse Facebook?**

#	Answer	Response	%
1	Daily	137	66%
2	2-3 times a week	26	13%
3	Once a week	11	5%
4	2-3 times a month	14	7%
5	Once a month	8	4%
6	Less than once a month	10	5%
7	Never	2	1%
	Total	208	100%

Statistic	Value
Min Value	1
Max Value	7
Mean	1.88
Variance	2.33
Standard Deviation	1.53
Total Responses	208

**7. Now, a few more questions for classification purposes only. First, which of the following best describes your educational background?**

#	Answer	Response	%
1	Less than high school	1	0%
2	High school/Technical school	34	11%
3	College/Some college	164	55%
4	Graduate School	101	34%
	Total	300	100%

Statistic	Value
Min Value	1
Max Value	4
Mean	3.22
Variance	0.42
Standard Deviation	0.65
Total Responses	300

**8. Which of the following includes your household's approximate annual income in 2011?**

#	Answer	Response	%
1	Under \$35,000	40	13%
2	\$35,000 - \$49,999	82	27%
3	\$50,000 - \$74,999	65	22%
4	\$75,000 - \$99,999	52	17%
5	\$100,000 - \$124,999	26	9%
6	\$125,000 and above	35	12%
	Total	300	100%

Statistic	Value
Min Value	1
Max Value	6
Mean	3.16
Variance	2.36
Standard Deviation	1.54
Total Responses	300

## **Exhibit 8—Open-Ended Responses**

Test Cell - Open Ended Responses

Respondent ID	Options Selected	Open-Ended Response
R_0Mq73VUD0ugbSUR	Facebook	Cause they just made everyone switch their home page to a time line function
R_agg8i4bzkhSbuWp	Facebook	Facebook recently came out with their new "timeline" layout.
R_d1qYV6ytNTMTw5D	Facebook	There is a "timeline" on facebook
R_5BgoFE8BeXVlpFH	Facebook	The name of Facebook's new profile style is called a "Timeline."
R_3mIRVcqFCqBi6e9	Facebook	1) It said "Like us on Facebook." 2) I think this is a word that Facebook uses for some new feature or whatever.
R_5pDStXqkE4jkZkF	Facebook	Because Facebook has a prominent feature known as the Timeline, wherein it collects all of your activity on the website in a historical format.
R_1AnV9tU5ZppfKiV	Facebook The New York Times	The page layout on facebook is called timeline & the word time is in New York Times
R_7PaoA8ObUyE2HzL	Facebook	Because of the mention of FB on the web page.
R_e4mAmBQZhvLy4C1	Facebook The New York Times	FB has new timeline feature, and the NYT has the word "time" in the name.
R_9mqrX8Hw28qe0d	Facebook	They changed the name of profiles to timeline
R_eDJCV6c40Y8ECzP	Facebook LinkedIn Google+ YouTube	regularly use
R_OSMlmtwzOVlrhXv	Facebook	Facebook has recently forced me into a Timeline on the website.
R_6FHkBAm98vAsAlj	Facebook	Facebook has made a big deal out of transferring their format to timelines.
R_1zba03OaNuKU3ul	Facebook	The only place I've seen timelines on a WEB page
R_3DheTJKkJyb4d7	Facebook	Facebook has a time line feautre
R_1MHwgnNSOafMPiJ	Facebook	Just seems to fit their brand
R_5aHwSQV6Q7DLGGp	Facebook	Facebook has a timeline
R_9YVRRHAMGJD8H9r	Facebook LinkedIn Twitter YouTube	Icons and I went to the bottom of the page to see everything.
R_4168vgjpBeKXeYZ	Facebook	I know facebook has a timeline feature and the word timelines made me think of that feature.
R_6KfzRxo9I8FpHcF	Facebook	newly added
R_3Ua4owbNX1avTCJ	Facebook	Facebook has a timeline
R_4T4tTjTRZbwrayp	Facebook	it started using this "title" on it's site
R_6EzgXOtbg2ncl5	Facebook	I use facebook and the term timeline is one that comes to mind in association with an application on Facebook.
R_3JKN4ZVVif6IB6B	Facebook	The only website that I have seen that uses "timelines" designation.
R_4NJ4BIWXjdZY91j	Facebook LinkedIn Google+ YouTube	Google+, the web visit most of time.
R_000uQGO83IW4Bjn	Facebook	because it said so
R_0dpM570mfCnPdzn	Facebook	Because Facebook new profile is the Timeline format
R_d5y1wYqjf2eqvb	Facebook Google+ Twitter Foursquare The New York Times	It looks like a collection of blogs.
R_6m9uahznY15WYKh	Facebook	Facebook is making everyone switch to the "timeline" version for their account.
R_01G2LE19Avet0ih	Facebook	Its the most popular web site!
R_2h7a9UKJutbAuLX	Facebook	facebook put a timeline in

Test Cell - Open Ended Responses

Respondent ID	Options Selected	Open-Ended Response
R_8nRuY3NbXxUS309	Facebook	They have there timeline
R_OPXNN6v1W8w9pkh	Facebook	My profile has a timeline
R_bvjtnaPuyzD27uB	Facebook	facebook has that new timeline feature
R_1YPanAAahCV4mA5	Facebook	because
R_cZNYlwiAsz9QEs	Facebook The New York Times	Facebook reminds us when there are birthdays and other events. The word time in both titles.
R_eKaAjWf5W6yxRIN	Facebook	Because all that you do has a timeline now
R_8ohQzf6Gy0v867b	Facebook Google+ CNN YouTube	Facebook has a timeline, with Google and CNN I ssociate it with news updates.
R_1TumjOg5gqPDA6N	Facebook CNN The New York Times	Facebook - Timeline feature CNN - News New York Times - News
R_0qdjPPAsS2hDCtT	Facebook	Facebook just switched profiles over to stupid timelines which I hate.
R_57w2vCoM5gaCnj	Facebook	Because that is the name of the format of your personal page on the Facebook.
R_2gDXIDbQx30rL13	Facebook LinkedIn Google+ Twitter YouTube	It just seems appropriate to me as I think they deal with with everything that is going on now , and I think that they would keep everything that is happening in an appropriate time line .
R_dilHtWWZxEq3CBL	Facebook	facebook just changed all accounts to a new timeline
R_bgaRmd9Z84zSjKI	Facebook	They use a feature called timeline
R_afK1qq6NmCvDMhL	Facebook	because they have a timeline
R_77Et04AlcvYrmUl	Facebook	because of Facebook timeline
R_aV4aso6P1hFRbCt	Facebook	I noticed Facebook on the web page.
R_6nSnIB1Zm4eEenr	Facebook	n a
R_cAsnWrHOaBzzOpT	Facebook	Facebook has transitioned to a layout referred to as timelines.
R_3ehl53hgUMmOfsN	Facebook	Facebook made a major move to switch each persons homepage to what is now called timeline. Most people were against it but now everyone who uses facebook knows what timelines are.
R_0AhM1yXOt425Ted	Facebook	Facebook has the new timeline for facebook profiles
R_293EiDKdofLDjut	Facebook	I think that's what facebookcalls it's order of viewing.
R_3qGVLYQjhxFpEO1	Facebook The New York Times	I associate it with facebook because they just changed it to the timeline layout and i associate it with New york times because it just made me think of it
R_bNum8sBlCb0f45n	Facebook	because facebook has timeline
R_9nLLt5DIsdHjYYI	Facebook	Facebook created a timeline, the name reminds me of that
R_eX2ORJWLSFFkVX7	Facebook CNN	Because Facebook has a timeline. And it sounds like something CNN would do
R_8InN5iOY3LQpypn	Facebook	facebook has timelines
R_0iDweAsZ2adaNFj	Facebook Google+	Seems to be a very social geared site

Control Cell - Open Ended Responses

Respondent ID	Options Selected	Open-Ended Response
R_1STz42ak028nMfr	Facebook Google+ Twitter YouTube	thats social media fou you.
R_3sEX5JL1aXFRUQ5	Facebook YouTube	SEEMED FAMILIAR
R_eCJBoYEe8HsFN0F	Facebook	To keep current and also to be able to look back in time.
R_aVHNVeTc6QrDeCx	Facebook	Facebook is like an online book where you can get face time. Timescapes is a place where you can get a idea of what happened during the time that you're searching.
R_6V9OrqDiBWNRiXb	Facebook	just to read keep up with friends
R_eDJ2ceSODlhhrZb	Facebook	not sure
R_cSZvL8VG0WOU SID	Facebook LinkedIn Google+ Twitter CNN The New York Times YouTube	just know them.
R_ebxt05gCG2xIIqp	Facebook YouTube	It looks like a timeline on Facebook but for U.S. history. It would be cool like Youtube if we could watch live airings of that event during that time.
R_6WgoWKaieGObgUJ	Facebook	I saw something on the page about Facebook (probably one of those "like" on Facebook things).
R_6KIYAWj2rLdfXZr	Facebook	font looks like facebook font. also, "timescapes" sounds a lot like facebook's timeline.
R_2nRTKPrqe5CjiS1	Facebook	saw the name on page
R_5aoC8C2Z3ripW7P	Facebook Google+ The New York Times	Facebook and Google+ are known for using timelines to share information and data. The New York Times is a good source for information and education
R_6nhaL8bunzAe2nX	Facebook	saw the word listed on the page
R_5gsw9VNrZzBcVbD	Facebook	Because they have the timeline for your fb account
R_ety5vBNHJiBhBpr	Facebook	Layout reminds me most of Facebook, but seems easier to navigate
R_9WXwAoQpmK0mghn	Facebook Twitter	Because there was a link that said "follow us" at the top right with those two links.
R_3aTKcWey711d7Yp	Facebook LinkedIn Google+ Twitter YouTube	na
R_e34bhHarOGBhHAp	Facebook	Same font
R_6ide2VJOclFKGfr	Facebook	i thought of timeline in facebook, which i hate sooo much!
R_0feELIOMITu3YZD	Facebook	It's a prominent link at the top of the page, and the word combinations have a similar sound feel
R_1QWVlr1HV7WnZWZ	Facebook	I relate it to the facebook timeline. Both are about recording history.
R_2t9DQtk5COfc4ip	Facebook	saw some on facebook
R_bPkXGwCLyjjK7Dn	Facebook Twitter YouTube	It's on every webpage.
R_87X4Yk6TtTnL9Fr	Facebook	It sounds like something you would be able to access on there.

## **Exhibit 9—Untabulated Data**

## Test Cell

V1	V8	V9	V10	ftouch	id	gc	Q1	Q2	Q3	Q4	Q5	Q6_1	Q6_2
ResponseID	StartDate	EndDate	Finished	ftouch	id	gc	Thank / you What is you Which of th In the next Please look We would I We would I						
R_9zzfRK5AiHlgln	9/18/2012 14:16	9/18/2012 14:19		1	DPDM4V9YEFF925VLB		1 Yes	Male	25 - 34		1	1	
R_08v9C4cEXUDuzOt	9/18/2012 14:19	9/18/2012 14:20		1	DPDM4VD1EFF925VLB		1 Yes	Female	25 - 34		1	1	
R_4Njx1vwc7p0cUVn	9/18/2012 14:20	9/18/2012 14:23		1	DPDM4VD1EFF925VLC		1 Yes	Male	65 or older		1	1	
R_3IONmqpJGPNxqcd	9/18/2012 14:18	9/18/2012 14:23		1	DPDM4VC6EFF925VLB		1 Yes	Female	35 - 44		1	1	
R_9REotCI9N2rtCtv	9/18/2012 14:21	9/18/2012 14:23		1	DPDM4VF1EFF925VLC		1 Yes	Male	45 - 54		1	1	
R_56zQMj5Y6lyn1ul	9/18/2012 14:22	9/18/2012 14:25		1	DPDM4VG1EFF925VLC		1 Yes	Female	25 - 34		1	1	
R_0Mq73VUD0ugbSUR	9/18/2012 14:25	9/18/2012 14:27		1	DPDM4VJXEFF925VLC		1 Yes	Female	25 - 34		1	1	Facebook
R_4PIx8NUE8l60a4B	9/18/2012 14:30	9/18/2012 14:32		1	DPDM4W3EFF925VLC		1 Yes	Male	45 - 54		1	1	
R_9GLIawwc3Gt85bT	9/18/2012 14:32	9/18/2012 14:35		1	DPDM4WNEFF925VLC		1 Yes	Male	45 - 54		1	1	
R_3NL9hN0I8IC2x4V	9/18/2012 14:35	9/18/2012 14:37		1	DPDM4WVEFF925VLC		1 Yes	Female	25 - 34		1	1	
R_cPmhPMHinl6bGOR	9/18/2012 14:36	9/18/2012 14:38		1	DPDM4WXEFF925VLC		1 Yes	Female	35 - 44		1	1	
R_6VEXX5umaj8LEtT	9/18/2012 14:28	9/18/2012 14:44		1	DPDM4VWEFF925VLC		1 Yes	Female	35 - 44		1	1	
R_agg8i4bzkhSbuWp	9/18/2012 14:42	9/18/2012 14:44		1	DPDM4X3NEFF925VLD		1 Yes	Female	25 - 34		1	1	Facebook
R_3fpAh5ViyHelQLP	9/18/2012 14:43	9/18/2012 14:44		1	DPDM4X4LEFF925VLD		1 Yes	Male	18 - 24		1	1	LinkedIn
R_0HZFze93AKZhlGI	9/18/2012 14:42	9/18/2012 14:44		1	DPDM4X3NEFF925VLC		1 Yes	Female	55 - 64		1	1	
R_74Di8qR7Dor3Hz7	9/18/2012 14:47	9/18/2012 14:50		1	DPDM4X67EFF925VLD		1 Yes	Female	18 - 24		1	1	
R_d1qYV6ytNTMTw5D	9/18/2012 14:46	9/18/2012 14:50		1	DPDM4X5PEFF925VLD		1 Yes	Female	45 - 54		1	1	Facebook
R_1ztK3wAccO7GoAd	9/18/2012 14:51	9/18/2012 14:54		1	DPDM4XKCEFF925VLD		1 Yes	Male	55 - 64		1	1	
R_5BgodE8BeXVlpFH	9/18/2012 14:53	9/18/2012 15:01		1	DPDM4XKNEFF925VLD		1 Yes	Male	35 - 44		1	1	Facebook
R_24svAfyyJmuweqx	9/18/2012 15:00	9/18/2012 15:01		1	DPDM4XRTEFF925VLD		1 Yes	Female	35 - 44		1	1	
R_57Hxnojq5Bi5Vat	9/18/2012 15:00	9/18/2012 15:02		1	DPDM4XRVEFF925VLD		1 Yes	Male	55 - 64		1	1	
R_b28v8ymEoe3oUHb	9/18/2012 15:00	9/18/2012 15:03		1	DPDM4XR3EFF925VLD		1 Yes	Male	45 - 54		1	1	LinkedIn
R_bw61Yh10B8t4GCV	9/18/2012 15:05	9/18/2012 15:07		1	DPDM4Y6EFF925VLD		1 Yes	Female	55 - 64		1	1	
R_8bTRnGLExv0SHOF	9/18/2012 15:04	9/18/2012 15:09		1	DPDM4Y5CEFF925VLD		1 Yes	Female	25 - 34		1	1	
R_d5Rrs8FltP3vyGV	9/18/2012 15:12	9/18/2012 15:13		1	DPDM4YC5EFF925VLF		1 Yes	Male	45 - 54		1	1	
R_3mlRVcqFCqBi6e9	9/18/2012 15:11	9/18/2012 15:14		1	DPDM4Y7VEFF925VLF		1 Yes	Male	55 - 64		1	1	Facebook
R_9T5weWHN36A82XP	9/18/2012 15:15	9/18/2012 15:18		1	DPDM4YWEFF925VLF		1 Yes	Male	55 - 64		1	1	
R_557bZ4EDTR5P1aZ	9/18/2012 15:18	9/18/2012 15:19		1	DPDM4ZB4EFF925VLF		1 Yes	Male	25 - 34		1	1	
R_ch2KrX6gs6Q3Owl	9/18/2012 15:22	9/18/2012 15:23		1	DPDM4ZBJEFF925VLF		1 Yes	Male	18 - 24		1	1	
R_3Rkf8VCXIaQba1T	9/18/2012 15:20	9/18/2012 15:23		1	DPDM4ZBCEFF925VLF		1 Yes	Male	45 - 54		1	1	
R_5pDStXqxE4jkZkF	9/18/2012 15:25	9/18/2012 15:28		1	DPDM4ZBXEFF925VLF		1 Yes	Male	25 - 34		1	1	Facebook
R_ahLTfqsALFioxqR	9/18/2012 15:29	9/18/2012 15:30		1	DPDM4ZLLEFF925VLF		1 Yes	Female	25 - 34		1	1	
R_8ivqDJ137cNT2bx	9/18/2012 15:32	9/18/2012 15:33		1	DPDM4ZR4EFF925VLF		1 Yes	Female	25 - 34		1	1	
R_3Eu3TN35LE6sQLj	9/18/2012 15:32	9/18/2012 15:33		1	DPDM4ZR2EFF925VLF		1 Yes	Female	25 - 34		1	1	
R_b1VetNhZjc03niB	9/18/2012 15:35	9/18/2012 15:37		1	DPDM4ZRPEFF925VLG		1 Yes	Male	45 - 54		1	1	
R_bpB3bxoUTa07Q3P	9/18/2012 15:36	9/18/2012 15:38		1	DPDM4ZRCEFF925VLG		1 Yes	Male	45 - 54		1	1	
R_bPey12kOidhu4kt	9/18/2012 15:37	9/18/2012 15:39		1	DPDM4ZS2EFF925VLG		1 Yes	Female	55 - 64		1	1	
R_2t4cCl6N04tfTEx	9/18/2012 15:33	9/18/2012 15:40		1	DPDM4ZR6EFF925VLF		1 Yes	Male	55 - 64		1	1	
R_9Xq9tZY2o67BjtH	9/18/2012 15:16	9/18/2012 15:43		1	DPDM4Z69EFF925VLF		1 Yes	Female	18 - 24		1	1	
R_02QeFWWQAx3WSRn	9/18/2012 15:42	9/18/2012 15:43		1	DPDM528YEFF925VLG		1 Yes	Female	35 - 44		1	1	
R_b3o2AIUKFSnW9nL	9/18/2012 15:44	9/18/2012 15:46		1	DPDM52DCEFF925VLG		1 Yes	Female	25 - 34		1	1	
R_bjc7JT3Q2HXnNtz	9/18/2012 15:46	9/18/2012 15:47		1	DPDM52DJEFF925VLG		1 Yes	Male	25 - 34		1	1	
R_1UhnKfyArjyfval	9/18/2012 15:48	9/18/2012 15:50		1	DPDM52JREFF925VLG		1 Yes	Female	45 - 54		1	1	
R_4NhZOPuTifTKlgN	9/18/2012 15:48	9/18/2012 15:53		1	DPDM52JFEFF925VLG		1 Yes	Female	65 or older		1	1	
R_OOPxFAJu5ilU4sJ	9/18/2012 15:50	9/18/2012 15:54		1	DPDM52KFEFF925VLG		1 Yes	Male	25 - 34		1	1	

## Test Cell

V1	Q11_5	Q11_6	Q12	Q13	Q14	DO-BR-FL_6	DO-Q-Q11	DO-Q-Q1	DO-Q-Q6	DO-Q-Q9	DO-Q-Q2
ResponseID	On which, i On which, i Approximat	On which, i	Approximat	Now, a few	Which of th	Display Ord	Display Orc	if any	of the follo	Display Ord	Display Or
R_9zzfRK5AiHgIbn		Daily	College/Sor Under \$35,	Test Cell	1 5 2 3 4 2 1 3	5 4 2 8 7 6 3 1 9 11 2					
R_08v9C4cEXUDuzOt			Graduate \$ 35,000 - \$	Test Cell	4 3 2 1 5 1 2 3	4 5 8 2 1 3 6 7 9 11 2					
R_4Njx1vvc7p0cUVn			Graduate \$ 125,000 a	Test Cell	5 4 3 1 2 2 1 3	3 2 6 4 1 7 5 8 9 11 2					
R_3IONmqpJGPNxqcd		Daily	College/Sor \$35,000 - \$	Test Cell	2 3 5 1 4 2 1 3	4 3 5 6 8 2 1 7 9 11 2					
R_9REotCI9N2rtCtv			Once a mor	Graduate \$ 125,000 a	Test Cell	2 4 5 1 3 2 1 3	6 1 2 7 5 3 8 4 9 12 1				
R_56zQMj5Y6lyn1ul		Daily	College/Sor \$75,000 - \$	Test Cell	2 5 3 4 1 1 2 3	7 4 5 8 2 6 3 1 9 11 2					
R_0Mq73VUD0ugbSUR		Daily	Graduate \$ 50,000 - \$	Test Cell	2 1 3 4 5 2 1 3	4 6 1 5 7 3 8 2 9 11 2					
R_4PIx8NUE8l60a4B		Daily	High school \$35,000 - \$	Test Cell	1 4 2 3 5 1 2 3	8 2 6 5 7 3 4 1 9 11 2					
R_9GLIawwc3Gt85bT			Once a wee	High school \$75,000 - \$	Test Cell	5 3 1 2 4 2 1 3	8 1 5 4 2 3 7 6 9 11 2				
R_3NL9hN0I8IC2x4V		Daily	College/Sor \$35,000 - \$	Test Cell	2 4 3 5 1 1 2 3	3 2 4 1 5 8 7 6 9 11 2					
R_cPmhPMHinl6bGOR			2-3 times a	High school \$35,000 - \$	Test Cell	1 2 4 5 3 2 1 3	5 7 2 3 8 6 1 4 9 11 2				
R_6VEXX5umaj8LET			2-3 times a	College/Sor \$35,000 - \$	Test Cell	3 5 1 2 4 1 2 3	3 4 5 2 6 7 8 1 9 11 2				
R_agg8i4bzkhSbuWp		Daily	College/Sor \$35,000 - \$	Test Cell	2 1 4 3 5 1 2 3	8 2 3 4 7 5 6 1 9 11 2					
R_3fpAh5ViyHelQLP	Foursquare	2-3 times a	High school \$75,000 - \$	Test Cell	4 3 5 1 2 2 1 3	7 4 2 3 1 5 8 6 9 11 2					
R_0HZFze93AKZhLGI		None of the above	Graduate \$ 75,000 - \$	Test Cell	3 2 1 5 4 2 1 3	5 6 8 3 1 4 2 7 9 11 2					
R_74DI8qR7Dor3Hz7		Daily	College/Sor Under \$35,	Test Cell	4 2 5 3 1 2 1 3	5 3 7 1 8 4 6 2 9 11 2					
R_d1qYV6ytNTMTw5D			Less than o	College/Sor \$35,000 - \$	Test Cell	1 2 4 5 3 2 1 3	6 4 7 1 3 5 8 2 9 11 2				
R_1ztK3wAccO7GoAd		Daily	College/Sor \$125,000 a	Test Cell	4 3 5 2 1 1 2 3	3 8 6 4 2 1 5 7 9 12 1					
R_5BqofE8BeXVlpFH		Daily	College/Sor \$35,000 - \$	Test Cell	5 4 3 2 1 2 1 3	6 3 7 8 1 5 4 2 9 12 1					
R_24svAfyyJmuweqx		Daily	Graduate \$ 100,000 -	Test Cell	1 5 3 4 2 1 2 3	5 2 8 6 3 4 1 7 9 11 2					
R_57Hxnojq5Bi5Vat		Daily	Graduate \$ 35,000 - \$	Test Cell	5 1 3 4 2 1 2 3	5 2 4 7 8 3 6 1 9 11 2					
R_b28v8ymEoe3oUhb			Once a mor	College/Sor \$35,000 - \$	Test Cell	1 2 3 5 4 2 1 3	4 6 5 2 7 3 1 8 9 12 1				
R_bw61Yh10B8t4GCV		Daily	Graduate \$ Under \$35,	Test Cell	4 2 1 3 5 1 2 3	1 2 7 5 8 3 6 4 9 11 2					
R_8bTRnGLExv0SHOF		Daily	Graduate \$ Under \$35,	Test Cell	4 2 1 3 5 1 2 3	6 3 8 7 2 5 1 4 9 11 2					
R_d5Rrs8FltP3vyGV			College/Sor \$35,000 - \$	Test Cell	3 4 2 1 5 2 1 3	4 1 8 6 2 5 3 7 9 12 1					
R_3mlRVcqFCqBi6e9		Once a mor	Graduate \$ 100,000 -	Test Cell	4 1 3 2 5 1 2 3	6 4 7 8 5 1 2 3 9 11 2					
R_9T5weWHN36A82XP		None of the above	College/Sor \$50,000 - \$	Test Cell	5 2 3 1 4 2 1 3	4 7 2 8 1 5 6 3 9 11 2					
R_557bZ4EDTR5P1az		Daily	Graduate \$ 35,000 - \$	Test Cell	3 4 2 5 1 1 2 3	8 6 1 7 5 3 2 4 9 11 2					
R_ch2KrX6gs6Q3Owl		Daily	College/Sor \$50,000 - \$	Test Cell	5 1 3 4 2 2 1 3	5 1 6 3 8 4 2 7 9 12 1					
R_3Rkf8VCXlaQba1T		2-3 times a	High school \$75,000 - \$	Test Cell	2 1 3 4 5 2 1 3	1 5 7 2 6 4 3 8 9 12 1					
R_5pDStXqkE4jkZkF		Once a wee	Graduate \$ 75,000 - \$	Test Cell	5 4 2 3 1 2 1 3	2 8 4 3 7 6 1 5 9 11 2					
R_ahLTfqlSALFioxqR			College/Sor \$50,000 - \$	Test Cell	2 3 5 1 4 1 2 3	4 7 2 6 5 3 1 8 9 12 1					
R_8ivqDJI37cNT2bX		Daily	Graduate \$ 35,000 - \$	Test Cell	1 3 2 5 4 2 1 3	2 7 5 4 1 3 6 8 9 11 2					
R_3Eu3TN35LE6sQLj		Daily	Graduate \$ 75,000 - \$	Test Cell	2 5 4 3 1 2 1 3	8 1 5 4 2 3 6 7 9 11 2					
R_b1VetNhZJc03niB		2-3 times a	College/Sor \$35,000 - \$	Test Cell	3 5 1 2 4 2 1 3	7 1 5 2 6 3 4 8 9 11 2					
R_bp3bxoUTa07Q3P		2-3 times a	Graduate \$ 75,000 - \$	Test Cell	1 2 3 4 5 2 1 3	4 5 2 1 6 8 7 3 9 11 2					
R_bPey12kOidhu4kt		Daily	College/Sor \$35,000 - \$	Test Cell	4 5 3 2 1 2 1 3	7 3 2 5 1 8 4 6 9 11 2					
R_2t4cCl6N04tfTEx		Less than o	High school Under \$35,	Test Cell	3 5 2 1 4 1 2 3	8 3 2 1 4 5 6 7 9 12 1					
R_9Xq9tZY2o67BjtH		Daily	College/Sor \$35,000 - \$	Test Cell	1 5 3 2 4 2 1 3	8 7 2 1 3 6 5 4 9 11 2					
R_02QeFWWQAx3WSRn		2-3 times a	College/Sor \$35,000 - \$	Test Cell	2 5 1 3 4 1 2 3	7 2 6 8 4 1 5 3 9 11 2					
R_b3o2AIUKFSnW9nL		Daily	Graduate \$ 125,000 a	Test Cell	5 1 3 4 2 1 2 3	4 2 7 5 8 6 3 1 9 12 1					
R_bJc7JT3Q2HXnNtz		Daily	Graduate \$ 35,000 - \$	Test Cell	3 5 4 1 2 1 2 3	3 8 5 1 4 2 6 7 9 11 2					
R_1UhnKfyArjyfval		None of the above	High school \$75,000 - \$	Test Cell	3 1 2 5 4 2 1 3	4 8 1 5 6 3 2 7 9 12 1					
R_4NhZOPuTIfTKlgN		Daily	Graduate \$ 50,000 - \$	Test Cell	3 1 5 4 2 1 2 3	1 3 6 7 4 5 2 8 9 11 2					
R_OOPxFAJu5ilU4sJ		2-3 times a	College/Sor \$50,000 - \$	Test Cell	1 2 5 3 4 1 2 3	5 6 3 8 2 7 4 1 9 11 2					

V1	V8	V9	V10	ftouch	id	gc	Q1	Q2	Q3	Q4	Q5	Q6_1	Q6_2
ResponseID	StartDate	EndDate	Finished	ftouch	id	gc	Thank / you What is you Which of th In the next Please look We would I We would I						
R_02HazYY4OqfCi5	9/18/2012 15:52	9/18/2012 15:55		1	DPDM52LX	EFF925VLG	1 Yes	Male	55 - 64		1	1	
R_d4GYPK313Z8czfn	9/18/2012 15:54	9/18/2012 15:56		1	DPDM52M	EFF925VLH	1 Yes	Male	55 - 64		1	1	
R_e3BNUeXr6TUe0wl	9/18/2012 15:56	9/18/2012 15:58		1	DPDM535C	EFF925VLH	1 Yes	Male	35 - 44		1	1	
R_1AnV9tU5ZppfKiV	9/18/2012 15:56	9/18/2012 15:59		1	DPDM535F	EFF925VLH	1 Yes	Female	18 - 24		1	1	Facebook
R_d7r3qDcdC40wVUh	9/18/2012 16:01	9/18/2012 16:03		1	DPDM53DF	EFF925VLH	1 Yes	Male	25 - 34		1	1	
R_7PaoA8ObUyE2HzL	9/18/2012 16:00	9/18/2012 16:03		1	DPDM53BT	EFF925VLH	1 Yes	Female	45 - 54		1	1	Facebook
R_8dj7XGESpEZm5Y9	9/18/2012 15:59	9/18/2012 16:04		1	DPDM5383	EFF925VLH	1 Yes	Female	18 - 24		1	1	
R_5gXOi8cLYlwAoqV	9/18/2012 16:01	9/18/2012 16:04		1	DPDM53CL	EFF925VLH	1 Yes	Male	55 - 64		1	1	
R_0D4FGPIIR5cX8wt	9/18/2012 16:02	9/18/2012 16:04		1	DPDM53FV	EFF925VLH	1 Yes	Female	45 - 54		1	1	
R_ellu7boGyaBiFmd	9/18/2012 16:01	9/18/2012 16:05		1	DPDM53DF	EFF925VLH	1 Yes	Male	55 - 64		1	1	
R_8uFx17WCRzHxld3	9/18/2012 16:08	9/18/2012 16:10		1	DPDM5664	EFF925VLJ3	1 Yes	Male	18 - 24		1	1	
R_e4mAmBQZhLy4C1	9/18/2012 16:09	9/18/2012 16:11		1	DPDM568V	EFF925VLJ4	1 Yes	Female	35 - 44		1	1	Facebook
R_74naQJTnNr8xpjL	9/18/2012 16:09	9/18/2012 16:13		1	DPDM56B2	EFF925VLJ5	1 Yes	Male	45 - 54		1	1	
R_9mqrX8Hw28qlle0d	9/18/2012 16:13	9/18/2012 16:15		1	DPDM56G6	EFF925VLJ6	1 Yes	Female	25 - 34		1	1	Facebook
R_41PwXYGIC9a38ep	9/18/2012 16:12	9/18/2012 16:15		1	DPDM56D	EFF925VLJ7	1 Yes	Female	65 or older		1	1	
R_6PZIGmfuVTXucjr	9/18/2012 16:15	9/18/2012 16:17		1	DPDM56NC	EFF925VLJL	1 Yes	Male	45 - 54		1	1	
R_4NnPnIOTQDGf8EZ	9/18/2012 16:14	9/18/2012 16:17		1	DPDM56K6	EFF925VLJJ	1 Yes	Female	45 - 54		1	1	
R_aVFemQB1hkwxiph	9/18/2012 16:18	9/18/2012 16:20		1	DPDM5742	EFF925VLJC	1 Yes	Female	45 - 54		1	1	
R_eDJCV6c40Y8EcP	9/18/2012 16:20	9/18/2012 16:21		1	DPDM58D	EFF925VLJF	1 Yes	Male	45 - 54		1	1	Facebook LinkedIn
R_9FDBoRLK3Tr3VYx	9/18/2012 16:21	9/18/2012 16:24		1	DPDM58JH	EFF925VLJ1	1 Yes	Male	55 - 64		1	1	
R_9Xrf9EdjId5kX3	9/18/2012 16:23	9/18/2012 16:25		1	DPDM58Nz	EFF925VLJ2	1 Yes	Female	18 - 24		1	1	
R_aeYzoytlO3PhZjL	9/18/2012 16:23	9/18/2012 16:26		1	DPDM58Nz	EFF925VLJY	1 Yes	Female	65 or older		1	1	
R_5Cjk4QaB7InkSV	9/18/2012 16:28	9/18/2012 16:31		1	DPDM5DQ	EFF925VLK	1 Yes	Female	45 - 54		1	1	
R_7PxRQITP5KwukYt	9/18/2012 16:30	9/18/2012 16:32		1	DPDM5F3F	EFF925VLK	1 Yes	Female	45 - 54		1	1	
R_2tvYGz3fRBulGgB	9/18/2012 16:33	9/18/2012 16:38		1	DPDM5FQ	EFF925VLK	1 Yes	Female	25 - 34		1	1	
R_3ejKXS7pNgQRZMp	9/18/2012 16:36	9/18/2012 16:39		1	DPDM5FV2	EFF925VLK	1 Yes	Female	55 - 64		1	1	
R_0BMLqUPI7Bohvox	9/18/2012 16:31	9/18/2012 16:39		1	DPDM5FK6	EFF925VLK	1 Yes	Male	55 - 64		1	1	
R_0SMlmtzwOVlrhXv	9/18/2012 16:38	9/18/2012 16:41		1	DPDM5FW	EFF925VLK	1 Yes	Female	55 - 64		1	1	Facebook
R_6FHkBAm98vAsALj	9/18/2012 16:41	9/18/2012 16:43		1	DPDM5G52	EFF925VLK	1 Yes	Male	65 or older		1	1	Facebook
R_1T9B8VJMvlnEIND	9/18/2012 16:43	9/18/2012 16:45		1	DPDM5GTC	EFF925VLK	1 Yes	Male	65 or older		1	1	
R_1zbao3OaNuKU3ul	9/18/2012 16:42	9/18/2012 16:45		1	DPDM5GD	EFF925VLK	1 Yes	Male	55 - 64		1	1	Facebook
R_0k6uFaQqsjx1ZPf	9/18/2012 16:46	9/18/2012 16:48		1	DPDM5H9F	EFF925VLL	1 Yes	Female	25 - 34		1	1	
R_1WT97bjcnzH0a7r	9/18/2012 16:46	9/18/2012 16:50		1	DPDM5H9	EFF925VLK	1 Yes	Male	55 - 64		1	1	
R_3DheTjKkJYb4d7	9/18/2012 16:49	9/18/2012 16:51		1	DPDM5HK	EFF925VLL	1 Yes	Male	45 - 54		1	1	Facebook
R_1MHwgnsOafMPij	9/18/2012 16:49	9/18/2012 16:52		1	DPDM5HK4	EFF925VLL	1 Yes	Male	55 - 64		1	1	Facebook
R_5aHwSQV6Q7DLGGp	9/18/2012 16:52	9/18/2012 16:53		1	DPDM5J43	EFF925VLL	1 Yes	Male	25 - 34		1	1	Facebook
R_8BAj7Q0pmrVvjR	9/18/2012 16:52	9/18/2012 16:55		1	DPDM5HX	EFF925VLL	1 Yes	Male	65 or older		1	1	
R_5mX7dtpF30zm8FT	9/18/2012 17:01	9/18/2012 17:04		1	DPDM5JVb	EFF925VLL	1 Yes	Female	55 - 64		1	1	
R_2oxSIIp2LI19cEt	9/18/2012 17:02	9/18/2012 17:07		1	DPDM5JVf	EFF925VLL	1 Yes	Female	55 - 64		1	1	
R_e5rTjtF6y5Ajv49	9/18/2012 17:05	9/18/2012 17:07		1	DPDM5KGF	EFF925VLL	1 Yes	Female	45 - 54		1	1	
R_8jn8ZwVCSM1HSd	9/18/2012 17:06	9/18/2012 17:08		1	DPDM5KG1	EFF925VLL	1 Yes	Male	25 - 34		1	1	
R_ehR0ezWcijLwdfv	9/18/2012 17:10	9/18/2012 17:12		1	DPDM5KJ3	EFF925VLL	1 Yes	Male	25 - 34		1	1	
R_1ljBliMRb7KvdgJ	9/18/2012 17:11	9/18/2012 17:13		1	DPDM5KJG	EFF925VLN	1 Yes	Male	45 - 54		1	1	
R_9YVRRHAMGJD8H9r	9/18/2012 17:11	9/18/2012 17:13		1	DPDM5KJH	EFF925VLN	1 Yes	Male	65 or older		1	1	Facebook LinkedIn
R_aWUTIIesr1SKC9L	9/18/2012 17:11	9/18/2012 17:14		1	DPDM5KJt	EFF925VLN	1 Yes	Male	65 or older		1	1	

## Test Cell

V1	Q6_3	Q6_4	Q6_5	Q6_6	Q6_7	Q6_8	Q6_9	Q6_9_TEXT	Q6_10	Q7	Q11_1	Q11_2	Q11_3	Q11_4
R_02HazYY4OqfCFi5	We would I	We would I	We would I	When cons	On which, i	On which, i	On which, i	On which, i						
R_d4GYPK313Z8czfn							The New York Times			looked mor	Facebook			
R_e3BNUeXr6TUe0wl	Google+									None of the	Unfamiliar	Facebook	LinkedIn	
R_1AnV9tU5ZppfKiV							The New York Times			i think i saw	Facebook	LinkedIn	Google+	Twitter
R_d7r3qDcdC40wVUh							The New York Times			The page la	Facebook			Twitter
R_7PaoA8ObUyE2HzL										no reason	Facebook	LinkedIn		Twitter
R_8dj7XGESpEZm5Y9										Because of	Facebook			
R_5gXOi8cLYlwA0qV										None of the	I don't know	Facebook	Google+	
R_0D4FGPIIR5cX8wt										None of the	Timelines could be associated with any company.	I have no		
R_ellu7boGyaBiFmd							The New York Times			None of the	didn't remind me of any of the other names			
R_8uFx17WCRzHxld3										because of	Facebook	LinkedIn		
R_e4mAmBQZhvLy4C1	Google+						The New York Times			None of the	I have neve	Facebook	Google+	Twitter
R_74naQJTnNr8xpjL										FB has new	Facebook			
R_9mqrX8Hw28qlle0d										None of the	didn't look	Facebook	Google+	
R_41PwXYGIC9a38ep	Google+									They chang	Facebook			
R_6PZIGmfuVTXucjr			CNN				YouTube			Google tries	Facebook			
R_4NnPnIOTQDGf8EZ										just				
R_aVFemQB1hkwxiph										news	Facebook			
R_eDJCV6c40Y8EcP	Google+						YouTube			None of the	i don't know	Facebook	LinkedIn	Google+
R_9FDBoRLK3Tr3VYx							The New York Times			regularly us	Facebook	LinkedIn	Google+	
R_9Xrf9JEdjId5kX3										It has time	i Facebook	LinkedIn		Twitter
R_aeYzoytlO3PhZjL										None of the	I have neve	Facebook		Twitter
R_5cJk4Qa4B7InkSV			CNN							None of the	Just did not pay attention to think of who it might be associa			
R_7PXrQITP5KwukYt							The New York Times			None of the	it looks diff	Facebook		
R_2tvYGz3fRBulGgB										news event	Facebook	LinkedIn		Twitter
R_3ejKXS7pNgQRZMp										None of the	I am not aw	Facebook	LinkedIn	Google+
R_OBMLqUPI7Bohvox										seemed like a newspaper section				
R_OSMlmtwzOVlrhXv										None of the	The name d	Facebook		Twitter
R_6FHKBAm98vAsAlj										Facebook h	Facebook			
R_1T9B8VJMvlnEIND										Facebook h	Facebook	LinkedIn	Google+	Twitter
R_1zbao3OaNuKU3ul										None of the	Never saw that before	LinkedIn	Google+	Twitter
R_0k6uFaQqsjx1ZPf										The only plz	Facebook	LinkedIn	Google+	Twitter
R_1WT97bjcnzH0a7r										None of the	I haven't he	Facebook		
R_3DheTjKkJYb4d7										None of the	do not assoicate w/any buisness but with a form of portry			
R_1MHwgnNSOafMPIJ										Facebook h	Facebook	LinkedIn		Twitter
R_5aHwSQV6Q7DLGGp										Just seems	Facebook	LinkedIn	Google+	
R_8BAj7Q0pmrRvjJr										Facebook has a timeline	LinkedIn			
R_5mX7dtpF30zm8FT										None of the	I have neve	Facebook	LinkedIn	
R_2oxSIIp2LI19cEt										/ Because it is part of the title "time" but more particularly t				
R_e5rTtjF6y5Ajv49										None of the	it indicates	: Facebook		
R_8jn8ZwVCSM1HSd										Sound like a newspaper				
R_ehRQezWcijLwdfv			CNN							None of the	I do not understand the question.			
R_1ljBliMRb7KvdGJ										Because of	Facebook			
R_9YVRRHAMGJD8H9r										None of the	Did not not	Facebook	LinkedIn	
R_aWUTIIESR1SKC9L	Twitter						YouTube			Icons and I	Facebook	LinkedIn		
										Other (plea	The History Channel	Pertains to	Facebook	

V1	Q11_5	Q11_6	Q12	Q13	Q14	DO-BR-FL_6	DO-Q-Q11	DO-Q-Q1	DO-Q-Q6	DO-Q-Q9	DO-Q-Q2
ResponseID	On which, i On which, i Approximat	On which, i	Now, a few	Which of th	Display Ord	Display Orc	if any	of the follo	Display Ord	Display Or	
R_02HazYY4OqfCi5		Daily	High school	\$50,000 - \$ Test	Cell	1 5 4 3 2 1 2 3	7 4 6 1 2 8 5 3 9 11 2				
R_d4GYPK313Z8czfn		Once a wee	Graduate	\$125,000 a	Test Cell	4 3 5 1 2 1 2 3	3 4 2 8 6 5 1 7 9 11 2				
R_e3BNUeXr6TUe0wl		2-3 times a	Graduate	\$75,000 - \$ Test	Cell	5 3 2 4 1 2 1 3	7 5 3 4 1 8 6 2 9 11 2				
R_1AnV9tU5ZppfKiV		Daily	High school	Under \$35,	Test Cell	4 3 5 2 1 2 1 3	3 4 2 7 6 5 8 1 9 11 2				
R_d7r3qDcdC40wVUh		Daily	College/Sor	\$35,000 - \$ Test	Cell	3 1 5 4 2 1 2 3	7 1 6 2 8 5 3 4 9 12 1				
R_7PaoA8ObUyE2HzL		Daily	College/Sor	\$35,000 - \$ Test	Cell	5 2 4 3 1 2 1 3	8 1 5 6 7 4 2 3 9 11 2				
R_8dj7XGESpEZm5Y9		Daily	College/Sor	\$50,000 - \$ Test	Cell	5 4 3 1 2 2 1 3	1 7 4 8 2 3 6 5 9 12 1				
R_5gXOi8cLYLwA0qV	idea which	None of the above	College/Sor	\$125,000 a	Test Cell	3 1 5 4 2 2 1 3	7 1 8 4 2 6 5 3 9 11 2				
R_0D4FGPIIR5cX8wt		None of the above	Less than h	Under \$35,	Test Cell	4 3 2 1 5 1 2 3	1 5 2 7 4 3 8 6 9 12 1				
R_ellu7boGyaBfmd		Daily	Graduate	\$50,000 - \$ Test	Cell	1 2 5 3 4 1 2 3	6 4 5 8 2 3 1 7 9 11 2				
R_8uFx17WCRzHxld3		Daily	College/Sor	Under \$35,	Test Cell	1 4 2 3 5 2 1 3	6 1 2 7 4 5 8 3 9 12 1				
R_e4mAmBQZhvLy4C1		Daily	Graduate	\$35,000 - \$ Test	Cell	1 5 3 2 4 1 2 3	3 1 8 4 2 7 5 6 9 11 2				
R_74naQJTnNr8xpjL		2-3 times a	High school	\$35,000 - \$ Test	Cell	3 2 4 1 5 1 2 3	3 1 8 6 5 2 4 7 9 11 2				
R_9mqrX8Hw28qlle0d		Daily	College/Sor	\$35,000 - \$ Test	Cell	2 5 3 4 1 1 2 3	7 1 2 3 4 8 5 6 9 12 1				
R_41PwXYGIC9a38ep		2-3 times a	Graduate	\$75,000 - \$ Test	Cell	3 2 5 4 1 1 2 3	5 3 4 7 8 6 2 1 9 12 1				
R_6PZIGmfuVTXucjr	None of the above		High school	\$50,000 - \$ Test	Cell	5 2 3 4 1 1 2 3	6 3 2 1 8 4 5 7 9 11 2				
R_4NnPnIOTQDGF8EZ		Daily	College/Sor	\$50,000 - \$ Test	Cell	3 4 5 1 2 1 2 3	8 7 2 3 4 6 1 5 9 12 1				
R_aVFemQB1hkwxPH		2-3 times a	Graduate	\$125,000 a	Test Cell	5 1 4 3 2 2 1 3	1 3 6 8 5 4 2 7 9 11 2				
R_eDJCV6c40Y8EcP		Daily	College/Sor	\$35,000 - \$ Test	Cell	2 4 1 5 3 1 2 3	6 3 4 8 2 5 7 1 9 11 2				
R_9FDBoRLK3Tr3VYx		Less than o	College/Sor	\$100,000 -	Test Cell	5 1 3 4 2 2 1 3	6 1 8 5 4 3 7 2 9 12 1				
R_9XrF9JEdjId5kX3		Daily	Graduate	\$75,000 - \$ Test	Cell	1 3 5 2 4 1 2 3	7 6 4 8 2 5 3 1 9 11 2				
R_aeYzoytlO3PhZjL	ited with	None of the above	High school	\$50,000 - \$ Test	Cell	5 4 3 2 1 2 1 3	4 8 5 2 6 3 1 7 9 11 2				
R_5cJk4Qa4B7InkSV		2-3 times a	College/Sor	\$35,000 - \$ Test	Cell	4 5 2 1 3 2 1 3	3 6 5 2 4 8 7 1 9 11 2				
R_7PxRQITP5KwukYt		Daily	College/Sor	\$125,000 a	Test Cell	4 3 5 2 1 2 1 3	3 5 7 4 8 2 6 1 9 12 1				
R_2tvYGz3fRBulGgB		Daily	College/Sor	\$75,000 - \$ Test	Cell	4 2 3 1 5 1 2 3	8 2 7 4 5 6 1 3 9 11 2				
R_3ejKXS7pNgQRZMp	None of the above		College/Sor	\$50,000 - \$ Test	Cell	3 4 1 5 2 2 1 3	8 5 1 2 6 4 3 7 9 12 1				
R_0BMLqUPI7Bohvox		Daily	High school	\$50,000 - \$ Test	Cell	2 1 3 4 5 2 1 3	5 1 8 6 4 3 7 2 9 12 1				
R_0SMlmtwzOVlrhXv		Daily	College/Sor	\$35,000 - \$ Test	Cell	4 3 1 2 5 2 1 3	4 3 1 7 8 2 5 6 9 11 2				
R_6FHKBAm9vAsALj		Daily	Graduate	\$50,000 - \$ Test	Cell	3 2 1 4 5 1 2 3	6 4 2 8 5 7 1 3 9 12 1				
R_1T9B8VJMvlnEIND		Graduate	\$35,000 - \$ Test	Cell	3 4 5 1 2 2 1 3	3 5 7 6 8 2 1 4 9 12 1					
R_1zba03OaNuKU3ul		Daily	College/Sor	\$50,000 - \$ Test	Cell	2 3 1 5 4 2 1 3	6 5 3 4 7 1 8 2 9 12 1				
R_0k6uFaQqsjx1ZPf		Daily	College/Sor	\$35,000 - \$ Test	Cell	3 4 5 1 2 2 1 3	8 5 4 1 3 6 7 2 9 11 2				
R_1WT97bjcnzH0a7r	ng history	None of the above	College/Sor	\$100,000 -	Test Cell	2 1 5 4 3 2 1 3	1 3 7 8 6 4 2 5 9 11 2				
R_3DheTjKkJYb4d7		Once a mor	Graduate	\$100,000 -	Test Cell	2 4 5 1 3 1 2 3	3 7 8 4 6 2 1 5 9 12 1				
R_1MHwggnNSOafMPIJ		Daily	College/Sor	\$100,000 -	Test Cell	2 4 3 5 1 1 2 3	3 1 8 5 4 6 7 2 9 12 1				
R_5aHwSQV6Q7DLGGp		College/Sor	\$50,000 - \$ Test	Cell	5 2 3 4 1 1 2 3	3 2 6 5 8 7 1 4 9 11 2					
R_8BAj7Q0pmrRvjJr	2-3 times a	College/Sor	\$35,000 - \$ Test	Cell	5 4 3 1 2 1 2 3	8 4 3 6 2 7 1 5 9 12 1					
R_5mX7dtpF30zm8FT	he New York	None of the above	College/Sor	\$35,000 - \$ Test	Cell	1 4 5 3 2 1 2 3	4 5 3 2 7 1 8 6 9 11 2				
R_2oxSIIp2LI19cEt		Less than o	College/Sor	\$75,000 - \$ Test	Cell	4 5 3 1 2 2 1 3	2 4 8 7 6 5 3 1 9 11 2				
R_e5rTtjF6y5Ajv49	None of the above		College/Sor	\$75,000 - \$ Test	Cell	5 3 2 1 4 2 1 3	6 7 5 8 2 1 4 3 9 11 2				
R_8jn8ZwVCSM1HSd	None of the above		College/Sor	\$35,000 - \$ Test	Cell	2 5 3 4 1 2 1 3	1 7 6 5 4 8 2 3 9 11 2				
R_ehRQezWcijLwdfv		Daily	College/Sor	\$50,000 - \$ Test	Cell	4 1 5 2 3 2 1 3	6 2 8 3 5 1 7 4 9 11 2				
R_1ljBiiMRb7KVdgJ		Daily	Graduate	\$100,000 -	Test Cell	5 1 3 4 2 1 2 3	3 2 5 8 1 6 7 4 9 12 1				
R_9YVRRHAMGJD8H9r		Once a mor	College/Sor	\$100,000 -	Test Cell	1 2 3 4 5 2 1 3	2 5 4 8 6 7 1 3 9 11 2				
R_aWUTIIESR1SKC9L	2-3 times a	College/Sor	\$75,000 - \$ Test	Cell	1 2 5 4 3 1 2 3	7 8 5 6 4 3 1 2 9 11 2					

V1	V8	V9	V10	ftouch	id	gc	Q1	Q2	Q3	Q4	Q5	Q6_1	Q6_2
ResponseID	StartDate	EndDate	Finished	ftouch	id	gc	Thank / you What is you Which of th In the next Please look We would I We would I						
R_0v6udYUpMDIayLb	9/18/2012 17:17	9/18/2012 17:19		1	DPDM5L28	EFF925VLN	1 Yes	Female	35 - 44		1	1	
R_a64YJX3gaQsCNUx	9/18/2012 17:15	9/18/2012 17:19		1	DPDM5KN	EFF925VLN	1 Yes	Female	45 - 54		1	1	
R_bfjf6Qv0bUCezAh	9/18/2012 17:18	9/18/2012 17:20		1	DPDM5L3S	EFF925VLN	1 Yes	Female	45 - 54		1	1	
R_4168vgjpBeKXeYZ	9/18/2012 17:19	9/18/2012 17:21		1	DPDM5L5H	EFF925VLN	1 Yes	Male	25 - 34		1	1 Facebook	
R_6KfzRxo9I8FpHcF	9/18/2012 17:22	9/18/2012 17:24		1	DPDM5LV	EFF925VLN	1 Yes	Male	55 - 64		1	1 Facebook	
R_3Ua4owbNX1avTCJ	9/18/2012 17:23	9/18/2012 17:25		1	DPDM5LY	EFF925VLN	1 Yes	Male	35 - 44		1	1 Facebook	
R_3BFKIXqyJtF09	9/18/2012 17:25	9/18/2012 17:28		1	DPDM5LZ	EFF925VLN	1 Yes	Female	25 - 34		1	1	
R_4HLihccz4XMkOMt	9/18/2012 17:23	9/18/2012 17:28		1	DPDM5LXV	EFF925VLN	1 Yes	Male	35 - 44		1	1	
R_4T4tTjTRZbwrap	9/18/2012 17:27	9/18/2012 17:31		1	DPDM5M8	EFF925VLN	1 Yes	Female	55 - 64		1	1 Facebook	
R_9YyICY8huCnoDyZ	9/18/2012 17:30	9/18/2012 17:33		1	DPDM5MD	EFF925VLN	1 Yes	Female	65 or older		1	1	
R_3QJJUqmBIJIeweN	9/18/2012 17:32	9/18/2012 17:35		1	DPDM5MJ	EFF925VLN	1 Yes	Female	25 - 34		1	1	
R_9MOwQOwdtvqnagR	9/18/2012 17:33	9/18/2012 17:35		1	DPDM5MJ	EFF925VLN	1 Yes	Female	45 - 54		1	1	
R_afTxGjILAYDvt8F	9/18/2012 17:34	9/18/2012 17:37		1	DPDM5ML	EFF925VLN	1 Yes	Male	65 or older		1	1	
R_78niVLhtLaocyqh	9/18/2012 17:36	9/18/2012 17:40		1	DPDM5MN	EFF925VLN	1 Yes	Male	65 or older		1	1	
R_6EzgXOtbhg2ncl5	9/18/2012 17:38	9/18/2012 17:41		1	DPDM5MN	EFF925VLN	1 Yes	Male	55 - 64		1	1 Facebook	
R_a5Uv0WaQAnjn9zL	9/18/2012 17:40	9/18/2012 17:43		1	DPDM5MP	EFF925VLN	1 Yes	Female	55 - 64		1	1	
R_3JKN4ZVVif6lB6B	9/18/2012 17:42	9/18/2012 17:44		1	DPDM5MP	EFF925VLN	1 Yes	Male	55 - 64		1	1 Facebook	
R_bvzUvUWutPxJBop	9/18/2012 17:44	9/18/2012 17:47		1	DPDM5MP	EFF925VLN	1 Yes	Female	65 or older		1	1	
R_2ugcaa7T330Bn81	9/18/2012 17:51	9/18/2012 17:53		1	DPDM5N3J	EFF925VLP	1 Yes	Female	45 - 54		1	1	
R_aV1hT7IyCaQzKol	9/18/2012 17:51	9/18/2012 17:53		1	DPDM5N3J	EFF925VLP	1 Yes	Female	25 - 34		1	1	
R_baq3lwllvfzsj3	9/18/2012 17:54	9/18/2012 17:56		1	DPDM5NN	EFF925VLP	1 Yes	Male	45 - 54		1	1	
R_em9XsRi0fixX1dz	9/18/2012 17:51	9/18/2012 17:57		1	DPDM5N2	EFF925VLP	1 Yes	Male	65 or older		1	1	
R_eFCHXwL4O1dmJo1	9/18/2012 17:53	9/18/2012 17:58		1	DPDM5NH	EFF925VLP	1 Yes	Male	65 or older		1	1	
R_0cUXzTOeEHWcGmF	9/18/2012 17:56	9/18/2012 18:00		1	DPDM5NP	EFF925VLP	1 Yes	Male	55 - 64		1	1	
R_5bQamw4wUIDD65v	9/18/2012 18:00	9/18/2012 18:02		1	DPDM5NR	EFF925VLP	1 Yes	Female	25 - 34		1	1	
R_2nQuLSoGORDGqHP	9/18/2012 18:00	9/18/2012 18:02		1	DPDM5NQ	EFF925VLP	1 Yes	Female	65 or older		1	1	
R_eP6XGVjNq5lucaV	9/18/2012 18:01	9/18/2012 18:04		1	DPDM5NR	EFF925VLP	1 Yes	Male	18 - 24		1	1	
R_bdBplXPbxou0A7z	9/18/2012 18:04	9/18/2012 18:06		1	DPDM5Q2	EFF925VLP	1 Yes	Male	45 - 54		1	1	
R_3EEka5z1O7bOcLP	9/18/2012 18:04	9/18/2012 18:06		1	DPDM5Q2	EFF925VLP	1 Yes	Male	55 - 64		1	1	
R_37B01K4juVE9qHr	9/18/2012 18:09	9/18/2012 18:12		1	DPDM5QP	EFF925VLP	1 Yes	Male	35 - 44		1	1	
R_4NJ4BIWXjdZY91j	9/18/2012 18:13	9/18/2012 18:17		1	DPDM5QV	EFF925VLP	1 Yes	Female	45 - 54		1	1 Facebook LinkedIn	
R_4SGE4pUYfcLu2A5	9/18/2012 18:15	9/18/2012 18:18		1	DPDM5QV	EFF925VLP	1 Yes	Male	55 - 64		1	1	
R_000uQGO83IW4Bjn	9/18/2012 18:17	9/18/2012 18:20		1	DPDM5QW	EFF925VLP	1 Yes	Male	65 or older		1	1 Facebook	
R_6DN4bTJS3jUkmJv	9/18/2012 18:18	9/18/2012 18:21		1	DPDM5QW	EFF925VLP	1 Yes	Male	35 - 44		1	1	
R_9Xk44IJbweTLy7j	9/18/2012 18:19	9/18/2012 18:22		1	DPDM5R65	EFF925VLP	1 Yes	Female	65 or older		1	1	
R_0dpM570mfCnPdzn	9/18/2012 18:21	9/18/2012 18:24		1	DPDM5R76	EFF925VLP	1 Yes	Male	25 - 34		1	1 Facebook	
R_elcdseiFAHLbN2d	9/18/2012 18:23	9/18/2012 18:26		1	DPDM5R8Y	EFF925VLP	1 Yes	Male	45 - 54		1	1	
R_eljUf1gkbwbu4yV	9/18/2012 18:25	9/18/2012 18:27		1	DPDM5R9S	EFF925VLP	1 Yes	Male	35 - 44		1	1	
R_4PlI2ow0VzDIRWR	9/18/2012 18:23	9/18/2012 18:26		1	DPDM5R8V	EFF925VLP	1 Yes	Male	65 or older		1	1	
R_d5y1wYqjf2eqvb	9/18/2012 18:28	9/18/2012 18:30		1	DPDM5RG	EFF925VLP	1 Yes	Female	25 - 34		1	1 Facebook	
R_8ddrD4qZ7CdACGh	9/18/2012 18:29	9/18/2012 18:34		1	DPDM5RH	EFF925VLP	1 Yes	Female	55 - 64		1	1	
R_efIC400hyOwNAdn	9/18/2012 18:33	9/18/2012 18:36		1	DPDM5RK	EFF925VLR	1 Yes	Male	65 or older		1	1	
R_6m9uhaznY15WYKh	9/18/2012 18:34	9/18/2012 18:36		1	DPDM5RL	EFF925VLR	1 Yes	Female	35 - 44		1	1 Facebook	
R_bq5TzPR6dJlbP93	9/18/2012 18:35	9/18/2012 18:37		1	DPDM5RR	EFF925VLR	1 Yes	Female	35 - 44		1	1	
R_3pz0LDAUpfMOOR7	9/18/2012 18:37	9/18/2012 18:40		1	DPDM5SB	EFF925VLR	1 Yes	Male	25 - 34		1	1	

V1	Q6_3	Q6_4	Q6_5	Q6_6	Q6_7	Q6_8	Q6_9	Q6_9_TEXT	Q6_10	Q7	Q11_1	Q11_2	Q11_3	Q11_4
R_0v6udYUpMDIayLb	We would I	None of the	none											
R_a64YJX3gaQsCNUx										None of the	Didn't notice anything except the pictures and written conte			
R_bfjf6Qv0bUCezAh										NA	Facebook		Google+	
R_4168vgjpBeKXeYZ										I know face	Facebook			Twitter
R_6KfzRxo9I8FpHcF										newly adde	Facebook			
R_3Ua4owbNX1avTCJ										Facebook h	Facebook		Google+	
R_3BFkIXqyJtjFt09										None of the	i don't asso	Facebook		
R_4HLihccz4XMkOMt										None of the	No businesses seemed appropriate			
R_4T4tTjTRZbwrayp										it started us	Facebook			
R_9YyICY8huCnoDyZ										None of the	I've never seen it before.			
R_3QJJUqmBIJIeweN										None of the	Never hear	Facebook		
R_9MOwQOwdtvqnagR										None of the	I have neve	Facebook	LinkedIn	Twitter
R_afTxGjILAYDvt8F										None of the	never heard of it	LinkedIn		
R_78niVLhtLaocyqh										None of the	Can't think	Facebook	LinkedIn	
R_6EzgXOtbgd2ncl5										I use facebc	Facebook	LinkedIn		
R_a5Uv0WaQAnjn9zL										None of the	it is not fam	Facebook		
R_3JKN4ZVVif6lB6B										The only we	Facebook	LinkedIn		
R_bvzUvUWutPxJBop										None of the	It does not seem to be representative of any of the compan			
R_2ugcaa7T330Bn81										None of the	never hearc	Facebook	LinkedIn	
R_aV1hT7IyCaQzKol										XXXX	Facebook			
R_baq3lwllvfzsj3										None of the	never heard of it			
R_em9XsRi0fixX1dz										None of the	I have never seen this logo before and I do not associate it v			
R_eFCHXwL4O1dmJo1										None of the	Not social	n Facebook	LinkedIn	Google+ Twitter
R_0cUXzTOeEHWcGmF										It sounds li	Facebook			
R_5bQamw4wUIDD65v										news like	Facebook			
R_2nQuLSoGORDGqHP										Times in the	Facebook			
R_eP6XGVjNq5lucaV	Google+			CNN						Due to the f	Facebook			
R_bdBplXPbxou0A7z				CNN						looks like t	Facebook			
R_3EEka5z1O7bOcLP										None of the	doo not recognize			
R_37B01K4juVE9qHr				CNN						history	Facebook			
R_4NJ4BIWXjdZY91j	Google+									Google+, th	Facebook	LinkedIn	Google+	
R_4SGE4pUYfcLu2A5										None of the	I have never seen this b	LinkedIn		
R_000uQGO83IW4Bjn										because it s	Facebook			
R_6DN4bTJS3jUkmJv										The New York Times has been around for a long time, and I				
R_9Xk44IJbweTLy7j										the title is part of the name				
R_0dpM570mfCnPdzn										Because Far	Facebook			
R_elcdseiFAHLbN2d										None of the	i don't view	Facebook		
R_eljUf1gkbwbu4yV										None of the	I've never h	Facebook	LinkedIn	Google+ Twitter
R_4PlI2ow0VzDIRWR										None of the	I think it by	Facebook	LinkedIn	
R_d5y1wYqjf2eqvb	Google+	Twitter	Foursquare							It looks like	Facebook			
R_8ddrD4qZ7CdACGh				CNN						It is an informative site	LinkedIn			
R_efIC400hyOwNAdn										Name recoç	Facebook	LinkedIn	Google+	
R_6m9uahznY15WYKh										Facebook is	Facebook	Google+		
R_bq5TzPR6dJlbP93										None of the	nev heard c	Facebook	LinkedIn	Google+ Twitter
R_3pz0LDAUpfMOOR7										None of the	never saw i	Facebook		

V1	Q11_5	Q11_6	Q12	Q13	Q14	DO-BR-FL_6	DO-Q-Q11	DO-Q-Q1	DO-Q-Q6	DO-Q-Q9	DO-Q-Q2
ResponseID	On which, i	On which, i	Approximat	Now, a few	Which of th	Display Ord	Display Orc	if any	of the follo	Display Ord	Display Or
R_0v6udYUpMDIayLb		None of the above		College/Sor	\$125,000 a	Test Cell	2 5 3 4 1 1 2 3		3 5 2 8 6 1 7 4 9 11 2		
R_a64YJX3gaQsCNUx	nt.	None of the above		College/Sor	\$35,000 - \$	Test Cell	5 1 4 2 3 1 2 3		4 6 8 1 5 7 3 2 9 12 1		
R_bfjf6Qv0bUCezAh		Once a wee	Graduate	\$100,000 -	Test Cell	3 1 2 4 5 1 2 3		5 8 7 1 2 3 6 4 9 12 1			
R_4168vgjpBeKXeYZ		Daily	Graduate	\$50,000 - \$	Test Cell	2 5 3 4 1 1 2 3		6 3 8 2 1 5 4 7 9 12 1			
R_6KfzRxo9I8FpHcF		Daily	Graduate	\$100,000 -	Test Cell	5 3 4 1 2 1 2 3		1 6 3 7 8 4 5 2 9 11 2			
R_3Ua4owbNX1avTCJ		Once a wee	College/Sor	\$75,000 - \$	Test Cell	5 4 2 1 3 2 1 3		5 1 6 3 2 4 8 7 9 12 1			
R_3BFkIXqyJtjFt09		Daily	College/Sor	\$50,000 - \$	Test Cell	1 5 4 2 3 2 1 3		5 6 3 8 7 4 1 2 9 12 1			
R_4HLihccz4XMkOMt		None of the above	College/Sor	\$50,000 - \$	Test Cell	5 4 3 1 2 1 2 3		3 7 4 6 2 8 1 5 9 11 2			
R_4T4tTjTRZbwrap		Daily	College/Sor	\$35,000 - \$	Test Cell	1 4 2 3 5 2 1 3		4 7 2 3 5 8 1 6 9 11 2			
R_9YyICY8huCnoDyZ		None of the above	High school	\$75,000 - \$	Test Cell	2 5 4 3 1 2 1 3		8 7 1 3 5 2 4 6 9 11 2			
R_3QJJUqmBIJIeweN		2-3 times a	College/Sor	\$35,000 - \$	Test Cell	2 1 5 3 4 1 2 3		6 8 5 2 7 3 1 4 9 12 1			
R_9MOwQOwdtvqnagR		2-3 times a	Graduate	\$100,000 -	Test Cell	5 2 3 4 1 2 1 3		3 7 8 4 5 6 2 1 9 12 1			
R_afTxGjILAYDvt8F			College/Sor	\$125,000 a	Test Cell	2 4 5 3 1 2 1 3		8 1 7 3 6 4 2 5 9 11 2			
R_78niVLhtLaocyqh		Daily	Graduate	\$35,000 - \$	Test Cell	5 2 4 1 3 1 2 3		4 6 1 8 5 3 2 7 9 11 2			
R_6EzgXOtbg2ncl5		Once a wee	College/Sor	\$75,000 - \$	Test Cell	2 3 1 5 4 2 1 3		5 7 8 2 4 1 6 3 9 11 2			
R_a5Uv0WaQAnjn9zL		Daily	College/Sor	\$50,000 - \$	Test Cell	4 5 1 2 3 2 1 3		1 8 5 3 2 4 7 6 9 12 1			
R_3JKN4ZVVif6lB6B		2-3 times a	High school	\$35,000 - \$	Test Cell	2 1 3 5 4 1 2 3		1 6 3 2 8 7 5 4 9 11 2			
R_bvzUvUWutPxJBop	es given.	None of the above	College/Sor	\$35,000 - \$	Test Cell	4 2 3 1 5 2 1 3		6 3 7 4 1 5 8 2 9 11 2			
R_2ugcaa7T330Bn81		Daily	College/Sor	Under \$35,	Test Cell	1 5 2 4 3 2 1 3		6 4 2 7 3 8 1 5 9 12 1			
R_aV1hT7IyCaQzKol		2-3 times a	College/Sor	\$75,000 - \$	Test Cell	4 1 2 3 5 2 1 3		1 3 4 6 5 8 7 2 9 12 1			
R_baq3lwllvfzsj3		None of the above	College/Sor	\$100,000 -	Test Cell	5 3 4 2 1 1 2 3		8 6 5 1 7 4 3 2 9 11 2			
R_m9XsRi0fixX1dz	with any of t	None of the above	Graduate	\$50,000 - \$	Test Cell	4 3 5 2 1 1 2 3		2 6 7 8 1 5 3 4 9 12 1			
R_eFCHXwL4O1dmJo1		2-3 times a	College/Sor	\$100,000 -	Test Cell	3 5 1 4 2 1 2 3		2 5 7 3 8 4 1 6 9 12 1			
R_0cUXzTOeEHWcGmF		Once a wee	College/Sor	\$35,000 - \$	Test Cell	1 3 4 5 2 2 1 3		6 4 3 5 2 1 8 7 9 12 1			
R_5bQamw4wUIDD65v		2-3 times a	College/Sor	\$35,000 - \$	Test Cell	4 5 1 3 2 1 2 3		6 1 4 2 5 3 7 8 9 12 1			
R_2nQuLSoGORDGqHP		Daily	Graduate	\$50,000 - \$	Test Cell	4 1 5 2 3 2 1 3		1 2 8 7 5 6 4 3 9 11 2			
R_eP6XGVjNq5lucaV		Once a wee	High school	\$50,000 - \$	Test Cell	3 5 2 4 1 1 2 3		8 1 6 5 3 7 2 4 9 11 2			
R_bdBplXPbxou0A7z		Daily	High school	\$125,000 a	Test Cell	3 4 5 1 2 2 1 3		6 1 5 4 3 2 7 8 9 12 1			
R_3EEka5z1O7bOcLP		None of the above	Graduate	\$125,000 a	Test Cell	4 1 3 5 2 1 2 3		5 2 7 6 1 4 3 8 9 12 1			
R_37B01K4juVE9qHr		Daily	College/Sor	\$75,000 - \$	Test Cell	4 1 3 2 5 1 2 3		3 8 2 6 7 5 4 1 9 11 2			
R_4NJ4BIWXjdZY91j		Daily	High school	\$75,000 - \$	Test Cell	5 4 2 1 3 1 2 3		6 7 3 4 2 5 1 8 9 11 2			
R_4SGE4pUYfcLu2A5			College/Sor	\$100,000 -	Test Cell	3 4 1 5 2 1 2 3		6 1 8 3 5 7 4 2 9 12 1			
R_000uQGO83IW4Bjn		Daily	High school	\$35,000 - \$	Test Cell	1 5 2 3 4 1 2 3		8 5 1 2 7 6 4 3 9 12 1			
R_6DN4bTJS3jUkmJv	would consi	None of the above	High school	Under \$35,	Test Cell	3 4 2 1 5 2 1 3		3 2 1 4 7 6 8 5 9 12 1			
R_9Xk44IJbweTLy7j		None of the above	College/Sor	\$50,000 - \$	Test Cell	5 3 1 4 2 1 2 3		6 5 8 3 4 7 2 1 9 11 2			
R_0dpM570mfCnPdzn		Daily	College/Sor	\$50,000 - \$	Test Cell	4 5 3 1 2 2 1 3		4 1 8 7 5 3 2 6 9 11 2			
R_elcdseiFAHLbN2d		Less than o	College/Sor	\$100,000 -	Test Cell	1 5 2 3 4 2 1 3		5 1 3 7 4 2 8 6 9 11 2			
R_eljUf1gkbwbu4yV		Daily	College/Sor	\$35,000 - \$	Test Cell	2 3 5 4 1 1 2 3		4 6 2 7 5 1 8 3 9 11 2			
R_4PlI2ow0VzDIRWR	Foursquare	Daily	College/Sor	\$75,000 - \$	Test Cell	4 5 3 2 1 2 1 3		6 4 8 5 7 2 3 1 9 11 2			
R_d5y1wYqjf2eqvb		Once a wee	Graduate	\$35,000 - \$	Test Cell	1 5 2 4 3 2 1 3		6 4 1 5 2 3 8 7 9 12 1			
R_8ddrD4qZ7CdACGh			Graduate	\$75,000 - \$	Test Cell	5 3 1 4 2 1 2 3		4 2 1 6 3 5 7 8 9 12 1			
R_efIC400hyOwNAdn		2-3 times a	Graduate	\$75,000 - \$	Test Cell	2 3 4 1 5 1 2 3		8 1 7 2 6 3 4 5 9 11 2			
R_6m9uahznY15WYKh		Daily	Graduate	\$ Under \$35,	Test Cell	3 2 1 4 5 2 1 3		4 2 6 7 3 8 5 1 9 12 1			
R_bq5TzPR6dJlbP93		Daily	College/Sor	\$35,000 - \$	Test Cell	2 3 5 4 1 1 2 3		5 2 1 6 8 4 7 3 9 11 2			
R_3pz0LDAtUpfMOOR7		Once a mor	College/Sor	\$35,000 - \$	Test Cell	5 3 2 4 1 1 2 3		2 5 1 8 3 4 7 6 9 12 1			

## Test Cell

V1	V8	V9	V10	ftouch	id	gc	Q1	Q2	Q3	Q4	Q5	Q6_1	Q6_2
ResponseID	StartDate	EndDate	Finished	ftouch	id	gc	Thank / you What is you Which of th In the next Please look We would I We would I						
R_01G2LE19Avet0ih	9/18/2012 18:38	9/18/2012 18:40		1	DPDM5SDC	EFF925VLR	1 Yes	Male	55 - 64		1	1 Facebook	
R_2h7a9UKJutbAuLX	9/18/2012 18:41	9/18/2012 18:43		1	DPDM5STC	EFF925VLR	1 Yes	Male	45 - 54		1	1 Facebook	
R_bPKzS8mB30enKAJ	9/18/2012 18:42	9/18/2012 18:45		1	DPDM5SVY	EFF925VLR	1 Yes	Female	35 - 44		1	1	
R_9M6zLWuSL42WRYp	9/18/2012 18:42	9/18/2012 18:44		1	DPDM5SVN	EFF925VLR	1 Yes	Male	25 - 34		1	1	
R_0qZvLvGeCaTCKQR	9/18/2012 18:41	9/18/2012 18:46		1	DPDM5STB	EFF925VLR	1 Yes	Female	45 - 54		1	1	
R_3PhgFKXh8yit1Y1	9/18/2012 18:45	9/18/2012 18:48		1	DPDM5SXT	EFF925VLR	1 Yes	Female	55 - 64		1	1	
R_4JInPtnot9nBj5r	9/18/2012 18:46	9/18/2012 18:48		1	DPDM5T33	EFF925VLS:	1 Yes	Female	25 - 34		1	1	
R_8nRuY3NbXxUS309	9/18/2012 18:45	9/18/2012 18:49		1	DPDM5SXV	EFF925VLR	1 Yes	Male	45 - 54		1	1 Facebook	
R_8uMn8lnZLSdkUa9	9/18/2012 18:47	9/18/2012 18:50		1	DPDM5T9X	EFF925VLS:	1 Yes	Female	55 - 64		1	1	
R_cBziocGL2fQNT5r	9/18/2012 18:49	9/18/2012 18:51		1	DPDM5TBC	EFF925VLS:	1 Yes	Female	55 - 64		1	1	
R_1YemKWui6MMHEID	9/18/2012 18:49	9/18/2012 18:52		1	DPDM5TBF	EFF925VLS:	1 Yes	Male	35 - 44		1	1	
R_0MyZfc9bkwKd7ox	9/18/2012 18:53	9/18/2012 19:03		1	DPDM5TG2	EFF925VLS:	1 Yes	Female	25 - 34		1	1	
R_0dmFQ0USiRdDM3j	9/18/2012 18:59	9/18/2012 19:03		1	DPDM5TX3	EFF925VLS:	1 Yes	Female	45 - 54		1	1	
R_cOatdmgJds5kPGt	9/18/2012 19:00	9/18/2012 19:03		1	DPDM5V8F	EFF925VLS:	1 Yes	Female	55 - 64		1	1	
R_1WXaDukQmXcNCgR	9/18/2012 19:06	9/18/2012 19:07		1	DPDM5VRV	EFF925VLS:	1 Yes	Female	35 - 44		1	1	
R_bkOlei17bOBJX4V	9/18/2012 19:08	9/18/2012 19:11		1	DPDM5VW	EFF925VLS:	1 Yes	Male	45 - 54		1	1	
R_eXRZcdfW1oiWE7z	9/18/2012 19:10	9/18/2012 19:13		1	DPDM5VXJ	EFF925VLS:	1 Yes	Male	45 - 54		1	1	
R_01vRszxOTgRy245	9/18/2012 19:17	9/18/2012 19:19		1	DPDM5W6	EFF925VLT:	1 Yes	Female	35 - 44		1	1	
R_cvdfCMS8cbo840I	9/18/2012 19:19	9/18/2012 19:21		1	DPDM5WZ	EFF925VLT:	1 Yes	Female	65 or older		1	1	
R_3eNaOvLWySdu0Tj	9/18/2012 19:23	9/18/2012 19:27		1	DPDM5Y6C	EFF925VLT:	1 Yes	Female	65 or older		1	1	
R_0V4i565dxcE0CI5	9/18/2012 19:22	9/18/2012 19:27		1	DPDM5XZP	EFF925VLT:	1 Yes	Female	18 - 24		1	1	
R_78PiRmDjL8w9yDj	9/18/2012 19:28	9/18/2012 19:30		1	DPDM5ZGC	EFF925VLT:	1 Yes	Female	65 or older		1	1	
R_0PXNN6v1W8w9pkh	9/18/2012 19:28	9/18/2012 19:30		1	DPDM5ZHE	EFF925VLT:	1 Yes	Male	45 - 54		1	1 Facebook	
R_9EIUUoDVyrTBa85	9/18/2012 19:34	9/18/2012 19:36		1	DPDM5ZJ4	EFF925VLT:	1 Yes	Male	55 - 64		1	1	
R_5hGRRdfVagBS8SN	9/18/2012 19:29	9/18/2012 19:39		1	DPDM5ZH	EFF925VLT:	1 Yes	Female	35 - 44		1	1	
R_2m1TlrsjIFWZ3Rb	9/18/2012 19:32	9/18/2012 19:41		1	DPDM5ZHT	EFF925VLT:	1 Yes	Female	35 - 44		1	1	
R_bvjtnaPuyzD27ub	9/18/2012 19:39	9/18/2012 19:44		1	DPDM5ZJP	EFF925VLT:	1 Yes	Male	25 - 34		1	1 Facebook	
R_1YPanAAhCV4mA5	9/18/2012 19:41	9/18/2012 19:45		1	DPDM5ZK3	EFF925VLV	1 Yes	Male	55 - 64		1	1 Facebook	
R_enCS3uSfh98jvkF	9/18/2012 19:42	9/18/2012 19:45		1	DPDM5ZK6	EFF925VLV	1 Yes	Female	55 - 64		1	1	
R_b87IVJ8IFfgDggZ	9/18/2012 19:43	9/18/2012 19:46		1	DPDM5ZK7	EFF925VLV	1 Yes	Female	65 or older		1	1	
R_cZNylwiAsz9QEsd	9/18/2012 19:43	9/18/2012 19:47		1	DPDM5ZK9	EFF925VLV	1 Yes	Male	65 or older		1	1 Facebook	
R_55wZ8DADHZYlg4I	9/18/2012 19:46	9/18/2012 19:48		1	DPDM5ZKA	EFF925VLV	1 Yes	Male	45 - 54		1	1	
R_eKaAjWf5W6yxRIN	9/18/2012 19:47	9/18/2012 19:50		1	DPDM5ZKS	EFF925VLV	1 Yes	Female	45 - 54		1	1 Facebook	
R_8IAuqfyrMQMuAyF	9/18/2012 19:49	9/18/2012 19:54		1	DPDM5ZL2	EFF925VLV	1 Yes	Female	55 - 64		1	1	
R_54obZPVO87vtAIT	9/18/2012 19:41	9/18/2012 19:53		1	DPDM5ZK3	EFF925VLV	1 Yes	Female	25 - 34		1	1	
R_8iEcIJ33PZn3Ceh	9/18/2012 19:53	9/18/2012 19:56		1	DPDM5ZLJF	EFF925VLV	1 Yes	Female	45 - 54		1	1	
R_cHIZb4e4FJPJBxb	9/18/2012 19:56	9/18/2012 19:59		1	DPDM5ZLV	EFF925VLV	1 Yes	Female	55 - 64		1	1	
R_8ohQzf6Gy0v867b	9/18/2012 19:56	9/18/2012 20:01		1	DPDM5ZLT	EFF925VLV	1 Yes	Female	55 - 64		1	1 Facebook	
R_bw77G9BtbuggPKI	9/18/2012 20:01	9/18/2012 20:02		1	DPDM5ZM	EFF925VLV	1 Yes	Male	45 - 54		1	1	
R_bOZ0GOkhdfujqGp	9/18/2012 19:56	9/18/2012 20:03		1	DPDM5ZLV	EFF925VLV	1 Yes	Female	45 - 54		1	1	
R_08SsJPBovk1k7Ot	9/18/2012 20:02	9/18/2012 20:04		1	DPDM5ZM	EFF925VLV	1 Yes	Female	35 - 44		1	1	
R_9WAGNCRdb8PohJH	9/18/2012 20:04	9/18/2012 20:08		1	DPDM5ZQF	EFF925VLV	1 Yes	Male	25 - 34		1	1	
R_1TumjOg5gqPDA6N	9/18/2012 20:11	9/18/2012 20:13		1	DPDM5ZRL	EFF925VLV	1 Yes	Female	25 - 34		1	1 Facebook	
R_3RFajeqcTPwUzf	9/18/2012 20:10	9/18/2012 20:14		1	DPDM5ZRL	EFF925VLV	1 Yes	Male	18 - 24		1	1	
R_0qqoy1DKiBgQ8vz	9/18/2012 20:12	9/18/2012 20:15		1	DPDM5ZRR	EFF925VLV	1 Yes	Male	25 - 34		1	1	

## Test Cell

V1	Q11_5	Q11_6	Q12	Q13	Q14	DO-BR-FL_6	DO-Q-Q11	DO-Q-Q1	DO-Q-Q6	DO-Q-Q9	DO-Q-Q2
ResponseID	On which, i On which, i Approximat	Now, a few Which of th	Display Ord	Display Orc	if any				of the follo	Display Ord	Display Or
R_01G2LE19Avet0ih		Daily	High school Under \$35,	Test Cell	2 1 4 5 3 2 1 3	4 6 7 8 5 3 2 1 9 11 2					
R_2h7a9UKJutbAuLX		Daily	College/Sor \$50,000 - \$	Test Cell	2 3 5 1 4 2 1 3	8 1 2 7 5 6 4 3 9 11 2					
R_bPKzS8mB30enKAJ	None of the above	Graduate \$35,000 - \$	Test Cell	2 4 3 5 1 2 1 3	8 2 1 6 5 4 3 7 9 12 1						
R_9M6zLWuSL42WRYp	2-3 times a	High school Under \$35,	Test Cell	2 5 3 1 4 1 2 3	3 6 1 7 8 4 5 2 9 11 2						
R_0qZvLvGeCaTCKQR	2-3 times a	College/Sor \$75,000 - \$	Test Cell	1 2 3 4 5 2 1 3	5 8 6 3 7 4 2 1 9 12 1						
R_3PhgFKXh8yit1Y1	Once a mor	Graduate \$125,000 a	Test Cell	4 3 2 1 5 2 1 3	4 6 5 8 1 2 3 7 9 12 1						
R_4JInPtnot9nBj5r	Daily	Graduate \$35,000 - \$	Test Cell	5 1 2 4 3 2 1 3	3 8 5 1 7 2 4 6 9 11 2						
R_8nRuY3NbXxUS309	Daily	College/Sor \$35,000 - \$	Test Cell	4 2 1 3 5 1 2 3	4 2 1 7 8 3 6 5 9 12 1						
R_8uMn8lnZLSdkUa9	Once a wee	Graduate \$50,000 - \$	Test Cell	2 3 1 4 5 1 2 3	8 7 6 3 5 1 2 4 9 12 1						
R_cBziocGL2fQNT5r	Daily	College/Sor \$35,000 - \$	Test Cell	1 3 4 5 2 1 2 3	1 5 2 3 8 7 4 6 9 12 1						
R_1YemKWui6MMHEID	None of the above	College/Sor Under \$35,	Test Cell	2 4 5 3 1 1 2 3	4 5 1 3 2 7 8 6 9 12 1						
R_0MyZfc9bkwKd7ox	Daily	Graduate \$35,000 - \$	Test Cell	5 1 4 3 2 2 1 3	2 5 4 1 3 7 6 8 9 12 1						
R_0dmFQ0USiRdDM3j	Daily	College/Sor Under \$35,	Test Cell	2 1 3 5 4 1 2 3	1 5 6 3 2 4 8 7 9 11 2						
R_cOatdmgJds5kPGt	None of the above	College/Sor \$35,000 - \$	Test Cell	2 1 4 3 5 1 2 3	1 2 6 4 8 7 5 3 9 12 1						
R_1WXaDukQmXcNCgR	2-3 times a	College/Sor \$35,000 - \$	Test Cell	1 3 4 5 2 1 2 3	3 1 5 7 4 2 6 8 9 11 2						
R_bkOlei17bOBJX4V	2-3 times a	College/Sor \$35,000 - \$	Test Cell	3 5 4 1 2 1 2 3	1 2 6 7 4 8 3 5 9 11 2						
R_eXRZcdfW1oiWE7z	Foursquare	Daily	College/Sor \$125,000 a	Test Cell	2 3 1 4 5 1 2 3	5 1 7 6 2 3 8 4 9 12 1					
R_01vRszxOTgRy245	Daily	College/Sor Under \$35,	Test Cell	5 1 3 4 2 2 1 3	8 3 1 7 5 2 4 6 9 11 2						
R_cvdfCMS8cbo840I	Once a wee	College/Sor \$50,000 - \$	Test Cell	5 4 2 3 1 1 2 3	4 6 7 1 5 8 3 2 9 12 1						
R_3eNaOvLWySdu0Tj	Daily	College/Sor \$35,000 - \$	Test Cell	4 3 5 1 2 2 1 3	8 1 6 2 5 4 7 3 9 11 2						
R_0V4i565dxcE0CI5	Once a wee	College/Sor Under \$35,	Test Cell	2 5 1 3 4 2 1 3	7 5 4 6 8 1 3 2 9 12 1						
R_78PiRmDjL8w9yDj		College/Sor \$125,000 a	Test Cell	3 1 5 4 2 2 1 3	5 2 1 3 4 6 8 7 9 12 1						
R_OPXNN6v1W8w9pkh	Daily	Graduate \$ Under \$35,	Test Cell	2 5 4 1 3 1 2 3	2 8 1 5 3 7 4 6 9 12 1						
R_9EIUUUsDVyrTBa85		High school \$75,000 - \$	Test Cell	5 3 4 2 1 2 1 3	6 1 2 3 7 5 4 8 9 12 1						
R_5hGRRdfVagBS8SN	None of the above	College/Sor \$75,000 - \$	Test Cell	1 4 3 2 5 1 2 3	7 5 3 8 2 4 1 6 9 12 1						
R_2m1TlrsjIFWZ3Rb	Daily	College/Sor \$75,000 - \$	Test Cell	3 2 5 4 1 2 1 3	3 6 1 7 5 8 2 4 9 11 2						
R_bvjtnaPuyzD27uB	2-3 times a	College/Sor \$50,000 - \$	Test Cell	2 5 3 1 4 1 2 3	4 7 5 8 1 3 2 6 9 11 2						
R_1YPanAAhCV4mA5	Daily	College/Sor \$50,000 - \$	Test Cell	1 4 5 2 3 1 2 3	5 8 3 4 7 1 6 2 9 11 2						
R_enCS3uSfh98jvkF	Less than o	Graduate \$ Under \$35,	Test Cell	3 5 4 2 1 1 2 3	6 2 3 8 4 1 7 5 9 11 2						
R_b871VJ8IFfgDggZ	None of the above	Graduate \$35,000 - \$	Test Cell	2 3 1 4 5 1 2 3	2 3 4 7 6 8 1 5 9 11 2						
R_cZNYlwiasz9QEs	2-3 times a	College/Sor \$75,000 - \$	Test Cell	3 2 5 1 4 1 2 3	1 7 5 6 8 3 4 2 9 11 2						
R_55wZ8DADHZYlg4I	2-3 times a	High school Under \$35,	Test Cell	1 3 4 5 2 2 1 3	1 8 7 4 6 3 2 5 9 11 2						
R_eKaAjWf5W6yxRIN	Daily	High school \$35,000 - \$	Test Cell	5 1 2 3 4 2 1 3	4 7 8 5 3 2 1 6 9 11 2						
R_8IAuqfyrMQMuAyF	Once a wee	College/Sor Under \$35,	Test Cell	3 2 4 5 1 2 1 3	8 7 1 5 3 2 4 6 9 11 2						
R_54oBZPVO87vtAIT	None of the above	College/Sor \$50,000 - \$	Test Cell	4 1 5 2 3 2 1 3	7 1 5 3 4 8 2 6 9 12 1						
R_8iEcIJ33PZn3Ceh	e consistent	None of the above	College/Sor \$35,000 - \$	Test Cell	1 4 5 3 2 2 1 3	8 6 5 1 4 7 2 3 9 11 2					
R_cHIZb4e4FJPJBxb	Daily	Graduate \$35,000 - \$	Test Cell	4 5 1 3 2 2 1 3	7 4 8 6 1 5 3 2 9 12 1						
R_8ohQzf6Gy0v867b	Daily	High school \$100,000 -	Test Cell	4 1 2 5 3 1 2 3	6 8 2 7 1 4 3 5 9 11 2						
R_bw77G9BtbuggPKI	None of the above	High school \$50,000 - \$	Test Cell	4 1 3 5 2 2 1 3	2 8 1 4 7 6 5 3 9 11 2						
R_bOZ0GOkhdfujQgp	Less than o	College/Sor \$75,000 - \$	Test Cell	4 5 2 1 3 2 1 3	6 5 3 1 8 2 7 4 9 12 1						
R_08SsJPBovk1k7Ot	Once a wee	College/Sor Under \$35,	Test Cell	2 5 1 4 3 1 2 3	7 5 2 3 6 1 4 8 9 12 1						
R_9WAGNCRdb8PohJH	2-3 times a	High school \$50,000 - \$	Test Cell	1 3 2 4 5 2 1 3	7 1 3 8 6 2 5 4 9 11 2						
R_1TumjOg5gqPDA6N	Daily	College/Sor \$125,000 a	Test Cell	2 1 4 3 5 2 1 3	1 2 6 3 5 7 4 8 9 12 1						
R_3RFajeqcTPwUzf	2-3 times a	High school \$75,000 - \$	Test Cell	2 3 5 4 1 2 1 3	5 2 4 3 6 7 1 8 9 12 1						
R_0qqoy1DKiBgQ8vz	2-3 times a	College/Sor \$50,000 - \$	Test Cell	4 2 5 3 1 2 1 3	6 8 2 3 7 5 4 1 9 12 1						

V1	V8	V9	V10	ftouch	id	gc	Q1	Q2	Q3	Q4	Q5	Q6_1	Q6_2
ResponseID	StartDate	EndDate	Finished	ftouch	id	gc	Thank / you What is you Which of th In the next Please look We would I We would I						
R_2oCVnesSs5R8y0d	9/18/2012 20:19	9/18/2012 20:21		1	DPDM5ZZEFF925VLW		1 Yes	Male	45 - 54		1	1	
R_cOwLpnPfk1ytIQB	9/18/2012 20:21	9/18/2012 20:23		1	DPDM5ZZH EFF925VLX		1 Yes	Female	35 - 44		1	1	
R_0wxhJUP39OHkEo29	9/18/2012 20:22	9/18/2012 20:27		1	DPDM5ZZN EFF925VLX		1 Yes	Male	65 or older		1	1	
R_0vailRZ8BZU1oTX	9/18/2012 20:24	9/18/2012 20:28		1	DPDM6222EFF925VLX		1 Yes	Female	55 - 64		1	1	
R_6nw3vwolCU4Za4d	9/18/2012 20:23	9/18/2012 20:34		1	DPDM5ZZP EFF925VLX		1 Yes	Female	45 - 54		1	1	
R_0qdjPPAsS2hDChT	9/18/2012 20:32	9/18/2012 20:34		1	DPDM627K EFF925VLX		1 Yes	Female	25 - 34		1	1 Facebook	
R_57w2vCoM5gaCnJj	9/18/2012 20:34	9/18/2012 20:36		1	DPDM627X EFF925VLX		1 Yes	Female	25 - 34		1	1 Facebook	
R_2gDXIDbQx30rL13	9/18/2012 20:23	9/18/2012 20:37		1	DPDM5ZZR EFF925VLX		1 Yes	Female	65 or older		1	1 Facebook	LinkedIn
R_9H9tUHBedfAfmmXX	9/18/2012 20:35	9/18/2012 20:38		1	DPDM62Vk EFF925VLX		1 Yes	Female	55 - 64		1	1	
R_eXrgRInID5bFRQh	9/18/2012 20:39	9/18/2012 20:43		1	DPDM62W EFF925VLX		1 Yes	Female	25 - 34		1	1	
R_3Vrd90Kg0gyU9mJ	9/18/2012 20:41	9/18/2012 20:45		1	DPDM62W EFF925VLY		1 Yes	Female	35 - 44		1	1	
R_6fbRxffRvgT6qBD	9/18/2012 20:42	9/18/2012 20:47		1	DPDM62Z3 EFF925VLY		1 Yes	Female	55 - 64		1	1	
R_87yILXjsFUjxim1	9/18/2012 20:43	9/18/2012 20:48		1	DPDM62ZE EFF925VLY		1 Yes	Female	25 - 34		1	1	
R_08tHN0XLR4ZZOID	9/18/2012 20:43	9/18/2012 20:49		1	DPDM62Z6 EFF925VLY		1 Yes	Female	55 - 64		1	1	
R_cDaJMKH6XpW9bVj	9/18/2012 20:50	9/18/2012 20:52		1	DPDM639Y EFF925VLY		1 Yes	Female	55 - 64		1	1	
R_7Nx6glYlqzNX6iV	9/18/2012 20:48	9/18/2012 20:52		1	DPDM632N EFF925VLYI		1 Yes	Male	65 or older		1	1	
R_6I28bVXqRfHgbpX	9/18/2012 20:55	9/18/2012 20:57		1	DPDM63JJ1 EFF925VLY		1 Yes	Male	45 - 54		1	1	
R_5zKI9JLLHbr6Xjv	9/18/2012 20:55	9/18/2012 20:59		1	DPDM63JK EFF925VLY		1 Yes	Male	55 - 64		1	1	
R_dilHtWWZxEq3CBL	9/18/2012 20:53	9/18/2012 21:01		1	DPDM63H4 EFF925VLYI		1 Yes	Female	45 - 54		1	1 Facebook	
R_bgaRmd9Z84zSjKI	9/18/2012 20:58	9/18/2012 21:02		1	DPDM63P8 EFF925VLY		1 Yes	Male	45 - 54		1	1 Facebook	
R_aY6YZL8mhAWjsj3	9/18/2012 21:03	9/18/2012 21:04		1	DPDM63Q1 EFF925VLZ		1 Yes	Male	35 - 44		1	1	
R_6zh0NrYZk3UpZtP	9/18/2012 21:00	9/18/2012 21:04		1	DPDM63Q2 EFF925VLZ		1 Yes	Female	35 - 44		1	1	
R_9t6JDnwDqC2pcGh	9/18/2012 21:03	9/18/2012 21:05		1	DPDM63Q3 EFF925VLZ		1 Yes	Female	25 - 34		1	1	
R_8jZQBmaMjr7pAXz	9/18/2012 21:08	9/18/2012 21:09		1	DPDM63Q2 EFF925VLZ		1 Yes	Female	45 - 54		1	1	
R_afK1qq6NmCvDMhL	9/18/2012 20:54	9/18/2012 21:10		1	DPDM63JJ2 EFF925VLYI		1 Yes	Female	45 - 54		1	1 Facebook	
R_6kVbjPHxwhcxkeV	9/18/2012 21:17	9/18/2012 21:18		1	DPDM63T5 EFF925VLZ		1 Yes	Male	45 - 54		1	1	
R_73q0rGMFx8Zoa4l	9/18/2012 21:20	9/18/2012 21:23		1	DPDM63TN EFF925VLZI		1 Yes	Male	25 - 34		1	1	
R_6sMRlvg9slqKB5H	9/18/2012 21:21	9/18/2012 21:24		1	DPDM63TR EFF925VLZI		1 Yes	Male	45 - 54		1	1	
R_cJgmEKgTGgpbgDr	9/18/2012 21:27	9/18/2012 21:30		1	DPDM63YP EFF925VLZ		1 Yes	Male	55 - 64		1	1	
R_1BJmRK6oL5XpB9X	9/18/2012 21:25	9/18/2012 21:32		1	DPDM63V5 EFF925VLZI		1 Yes	Female	65 or older		1	1	
R_3pxyy90tb55GBs9	9/18/2012 21:29	9/18/2012 21:32		1	DPDM63YY EFF925VLZ		1 Yes	Female	55 - 64		1	1	
R_cZTVUKiERbL1VT7	9/18/2012 21:34	9/18/2012 21:36		1	DPDM63ZV EFF925VM		1 Yes	Male	18 - 24		1	1	
R_bgvM7NUDn0ZpxKI	9/18/2012 21:34	9/18/2012 21:37		1	DPDM63ZV EFF925VM		1 Yes	Female	55 - 64		1	1	
R_77Et04AlcvYrmUI	9/18/2012 21:40	9/18/2012 21:43		1	DPDM642L EFF925VM		1 Yes	Male	35 - 44		1	1 Facebook	
R_aV4aso6P1hFRbCt	9/18/2012 21:41	9/18/2012 21:44		1	DPDM642N EFF925VM		1 Yes	Female	65 or older		1	1 Facebook	
R_9NpbTwM254TO9GI	9/18/2012 21:44	9/18/2012 21:47		1	DPDM6435 EFF925VM		1 Yes	Male	65 or older		1	1	
R_3Lg3YuLnz38Ksf3	9/18/2012 21:43	9/18/2012 21:47		1	DPDM642V EFF925VM		1 Yes	Male	65 or older		1	1	
R_dj3CuzaWOEZDleR	9/18/2012 21:47	9/18/2012 21:51		1	DPDM643F EFF925VM		1 Yes	Male	65 or older		1	1	
R_exQtuEWvhobHYGN	9/18/2012 21:47	9/18/2012 21:51		1	DPDM643H EFF925VM		1 Yes	Female	35 - 44		1	1	
R_5vy6JTCGQtvYkB	9/18/2012 21:50	9/18/2012 21:54		1	DPDM6443 EFF925VM		1 Yes	Male	45 - 54		1	1	
R_6nSnIB1Zm4eEenr	9/18/2012 21:49	9/18/2012 21:55		1	DPDM643F EFF925VM		1 Yes	Male	25 - 34		1	1 Facebook	
R_ezkwzjl6UszN0sl	9/18/2012 21:57	9/18/2012 21:58		1	DPDM649V EFF925VM		1 Yes	Male	45 - 54		1	1	
R_4OfExucd1UABQ5D	9/18/2012 21:59	9/18/2012 22:01		1	DPDM64J2 EFF925VM		1 Yes	Male	55 - 64		1	1	
R_cAsnWrHOaBzzOpT	9/18/2012 22:02	9/18/2012 22:04		1	DPDM64JD EFF925VM		1 Yes	Female	25 - 34		1	1 Facebook	
R_3a7OS6MLJXrqevb	9/18/2012 22:02	9/18/2012 22:05		1	DPDM64JF EFF925VM		1 Yes	Female	45 - 54		1	1	

V1	Q6_3	Q6_4	Q6_5	Q6_6	Q6_7	Q6_8	Q6_9	Q6_9_TEXT	Q6_10	Q7	Q11_1	Q11_2	Q11_3	Q11_4
R_ResponseID	We would I	We would I	We would I	When cons	On which, i	On which, i	On which, i	On which, i						
R_2oCVnesSs5R8y0d							The New York Times			Time name	Facebook	Google+	Twitter	
R_cOwLpnPfk1ytIQB							The New York Times			na	Facebook	Google+	Twitter	
R_0wxhJUP39QHkEo29										None of the	I don't reco	Facebook		
R_0vailRZ8BZU1oTX										None of the	Don't recognize it as being something	I've seen connected w		
R_6nw3vwoICU4Za4d							The New York Times				The word ti	Facebook		
R_0qdjPPAsS2hDChT	Google+	Twitter					YouTube				Facebook ju	Facebook	LinkedIn	
R_57w2vCoM5gaCnJj										Because th:	Facebook			
R_2gDXIDbQx30rL13										It just seems appropriate to me as I	Google+			
R_9H9tUHBdfAfmXX										None of the	I don't really associate, I look at CNN		Twitter	
R_eXrgRInID5bFROh											They both include the w	LinkedIn		Twitter
R_3Vrd90Kg0gyU9mJ	CNN						The New York Times			it sound like	Facebook			
R_6fbRxffRvgT6qBD	CNN						The New York Times			Even thoug	Facebook	LinkedIn		
R_87yILXjsFUjxim1							The New York Times			the black ar	Facebook			
R_08tHN0XLR4ZZOID	Google+									variety of images, varie	LinkedIn			
R_cDaJMKH6XpW9bVj										None of the	Don't recognize the name			
R_7Nx6gIYlqzNX6IV										None of the	Cannot remember			
R_6I28bVXqRfHgbpX							The New York Times				seams like a news page	LinkedIn		
R_5zKI9JLLHbr6Xjv										None of the	no reason	Facebook		
R_dilHtWWZxEq3CBL										facebook ju	Facebook			
R_bgaRmd9Z84zSjKI										They use a t	Facebook		Twitter	
R_aY6YZL8mhAWJsj3										None of the	No idea	Facebook		
R_6zh0NrYZK3UpZtP										None of the	i don't recognize this so nothing came to mind when asked.			
R_9t6JDnwDqC2pcGh	Google+						The New York Times			I sounds lik	Facebook	LinkedIn		
R_8jZQBmaMjr7pAXz										I didn't notice the name	LinkedIn		Twitter	
R_afK1qq6NmCvDMhL										because the	Facebook			
R_6kVbjPHxwhcxkeV										None of the	looked like :	Facebook		
R_73q0rGMFx8Zoa4I							The New York Times			None of the	I have neve	Facebook	Google+	
R_6sMR1vg9slqKB5H										Sounds like	Facebook	LinkedIn		
R_cJgmEKgTGgpbgDr										None of the	I'm not fam	Facebook		
R_1BJmRK6oL5XpB9X										None of the	Nothing see	Facebook		
R_3pxyy90tb55GBs9	Google+						The New York Times			looks like a web page on google / cc	Google+			
R_cZTVUKiERbL1VT7							The New York Times			just because				
R_bgvM7NUDn0ZpxKI										None of the	am not familiar with webpage			
R_77Et04AlcvYrmUI										because of	Facebook	LinkedIn	Google+	
R_aV4aso6P1hFRbCt										I noticed Facebook	on the web page.			
R_9NpbTwM254TO9GI										None of the	Do not kn	Facebook		
R_3Lg3YuLnz38Ksf3							The New York Times			They both use the word, Time, in their logo.				
R_dj3CuzaWOEZDleR							The New York Times			It seems to match with	LinkedIn			
R_exQtuEWvhoBHYGN							The New York Times			The word ti	Facebook			
R_5vy6JTCGQtvYKB	CNN						The New York Times		Other (plea History Channel	It was a very new-sy looking page with historica	Twitter			
R_6nSnIB1Zm4eEnr									n/a	Facebook				
R_ezkwzjl6UszN0sl	Google+									Searched				
R_4OfExucd1UABQ5D							The New York Times			it is logical	Facebook	LinkedIn		
R_cAsnWrHOaBzzOpT										Facebook has transitior	LinkedIn	Google+	Twitter	
R_3a7OS6MLJXrqevb										None of the	I think it stands on its own			

V1	Q11_5	Q11_6	Q12	Q13	Q14	DO-BR-FL_6	DO-Q-Q11	DO-Q-Q1	DO-Q-Q6	DO-Q-Q9	DO-Q-Q2
ResponseID	On which, i	On which, i	Approximat	Now, a few	Which of th	Display Ord	Display Orc	if any	of the follo	Display Ord	Display Or
R_2oCVnesSs5R8y0d			2-3 times a	College/Sor \$35,000 - \$ Test Cell	3 4 2 5 1 2 1 3	5 8 2 7 6 1 4 3 9 11 2					
R_cOwLpnPfk1ytIQB	Foursquare	Daily		College/Sor \$50,000 - \$ Test Cell	1 5 2 3 4 1 2 3	4 7 8 2 3 1 6 5 9 11 2					
R_0wxhJUP39OHkEo29			Less than o	College/Sor \$75,000 - \$ Test Cell	4 2 1 5 3 1 2 3	8 6 4 7 3 1 5 2 9 12 1					
R_0vailRZ8BZU1oTX	/ another w	None of the above		Graduate S	\$35,000 - \$ Test Cell	2 3 5 1 4 1 2 3	8 4 6 3 1 5 2 7 9 11 2				
R_6nw3vwoICU4Za4d			2-3 times a	College/Sor \$35,000 - \$ Test Cell	1 4 5 3 2 1 2 3	1 6 3 7 2 8 5 4 9 11 2					
R_0qjdPPAsS2hDChT			Once a wee	Graduate S	\$35,000 - \$ Test Cell	4 2 1 3 5 1 2 3	4 2 5 8 3 1 6 7 9 12 1				
R_57w2vCoM5gaCnJj	Daily		College/Sor Under \$35,	Test Cell	2 4 5 1 3 1 2 3	5 4 1 8 7 3 2 6 9 11 2					
R_2gDXIDbQx30rL13			Graduate S	\$75,000 - \$ Test Cell	1 5 3 2 4 2 1 3	1 7 8 2 4 3 6 5 9 11 2					
R_9H9tUHBedfAfmXX			College/Sor \$50,000 - \$ Test Cell		4 5 1 2 3 1 2 3	7 1 6 3 5 2 8 4 9 12 1					
R_eXrgRInID5bFROh			College/Sor \$50,000 - \$ Test Cell		5 4 3 1 2 1 2 3	8 4 7 3 2 1 6 5 9 11 2					
R_3Vrd90Kg0gyU9mj			2-3 times a	College/Sor \$50,000 - \$ Test Cell	5 2 3 1 4 1 2 3	6 5 7 3 1 8 4 2 9 11 2					
R_6fbRxffRvgT6qBD	Daily		Graduate S	\$125,000 a	Test Cell	4 1 3 5 2 2 1 3	7 4 8 5 1 3 2 6 9 11 2				
R_87yILXjsFUjxim1			2-3 times a	College/Sor Under \$35,	Test Cell	5 4 2 1 3 2 1 3	7 2 8 3 4 1 5 6 9 12 1				
R_08tHN0XLR4zzOID			Graduate S	\$75,000 - \$ Test Cell	2 4 3 1 5 1 2 3	6 7 5 8 3 2 1 4 9 12 1					
R_cDaJMKH6XpW9bVj	None of the above		Graduate S	\$125,000 a	Test Cell	2 5 3 4 1 1 2 3	6 5 2 1 8 3 7 4 9 11 2				
R_7Nx6glYlqzNX6iV	None of the above		College/Sor \$100,000 -	Test Cell	1 5 4 2 3 2 1 3	7 1 5 6 3 4 2 8 9 12 1					
R_6I28bVXqRfHgbpX			College/Sor \$125,000 a	Test Cell	1 5 3 4 2 2 1 3	6 8 1 5 4 2 7 3 9 11 2					
R_5zKI9JLLHbr6Xjv			Once a wee	High school \$35,000 - \$ Test Cell	3 2 4 1 5 1 2 3	7 6 5 4 2 1 8 3 9 12 1					
R_dilHtWWZxEq3CBL			2-3 times a	High school \$50,000 - \$ Test Cell	5 3 1 2 4 2 1 3	5 8 3 1 4 6 2 7 9 11 2					
R_bgaRmd9Z84zSjKI	Daily		High school Under \$35,	Test Cell	1 3 4 2 5 1 2 3	8 1 6 4 2 5 3 7 9 12 1					
R_aY6YzL8mhAWJsj3	Daily		College/Sor \$100,000 -	Test Cell	4 3 2 5 1 1 2 3	3 7 1 6 8 5 2 4 9 12 1					
R_6zh0NrYZk3UpZtP	i also do no	None of the above	College/Sor \$35,000 - \$ Test Cell		1 2 4 5 3 2 1 3	5 2 3 1 8 4 7 6 9 12 1					
R_9t6JDnwDqC2pcGh		Daily	Graduate S	\$50,000 - \$ Test Cell	4 1 2 3 5 2 1 3	4 5 7 2 6 1 3 8 9 11 2					
R_8jZQBmaMjr7pAXz			College/Sor \$125,000 a	Test Cell	5 2 1 4 3 1 2 3	3 2 7 5 1 4 6 8 9 11 2					
R_afK1qq6NmCvDMhL			2-3 times a	College/Sor \$35,000 - \$ Test Cell	2 5 4 3 1 2 1 3	3 1 6 4 7 2 8 5 9 11 2					
R_6KVbjPHxwhcxkeV			2-3 times a	Graduate S	\$100,000 - Test Cell	4 3 5 1 2 2 1 3	1 5 4 3 2 8 6 7 9 11 2				
R_73q0rGMFx8Zoa4l			Once a wee	Graduate S	\$50,000 - \$ Test Cell	5 4 2 1 3 2 1 3	4 7 2 1 6 8 5 3 9 12 1				
R_6sMRlvg9slqKB5H	Foursquare	Daily	High school \$50,000 - \$ Test Cell		5 3 1 4 2 1 2 3	5 6 1 7 3 8 2 4 9 11 2					
R_cJgmEKgTGpbGDr			2-3 times a	Graduate S	\$125,000 a	Test Cell	3 1 4 2 5 1 2 3	7 8 1 6 4 2 5 3 9 12 1			
R_1BJmRK6oL5XpB9X			2-3 times a	High school \$35,000 - \$ Test Cell	4 1 3 2 5 1 2 3	2 5 4 3 6 8 7 1 9 12 1					
R_3pxyy90tb55GBs9			Graduate S	\$50,000 - \$ Test Cell	1 3 2 5 4 2 1 3	2 5 6 8 7 4 3 1 9 12 1					
R_cZTVUKiERbL1VT7		None of the above	College/Sor \$75,000 - \$ Test Cell		3 2 1 5 4 2 1 3	1 7 3 6 8 2 5 4 9 12 1					
R_bgvM7NUDn0ZpxKI		None of the above	College/Sor \$50,000 - \$ Test Cell		3 5 2 1 4 1 2 3	4 3 2 5 8 7 1 6 9 12 1					
R_77Et04AlcvYrmUI		Daily	High school \$50,000 - \$ Test Cell		3 1 4 2 5 1 2 3	5 2 3 8 7 6 4 1 9 12 1					
R_aV4aso6P1hFRbCt		None of the above	High school Under \$35,	Test Cell	5 2 3 1 4 1 2 3	6 3 8 5 4 1 2 7 9 12 1					
R_9NpbTwM254TO9GI			Once a wee	College/Sor \$75,000 - \$ Test Cell	5 3 4 2 1 1 2 3	3 4 7 1 2 8 6 5 9 12 1					
R_3Lg3YuLnz38Ksf3		None of the above	College/Sor \$50,000 - \$ Test Cell		1 5 3 4 2 2 1 3	2 3 7 1 5 6 8 4 9 12 1					
R_dj3CuzaWOEZDleR			College/Sor \$35,000 - \$ Test Cell		3 5 2 4 1 1 2 3	6 3 5 8 4 2 7 1 9 11 2					
R_exQtuEWvhobHYGN		Daily	High school Under \$35,	Test Cell	2 4 1 3 5 1 2 3	3 4 5 7 8 1 2 6 9 11 2					
R_5vy6JTCGCqtvYkB			College/Sor \$125,000 a	Test Cell	2 4 5 1 3 2 1 3	4 3 6 1 2 5 7 8 9 11 2					
R_6nSnIB1Zm4eEenr		Daily	College/Sor \$35,000 - \$ Test Cell		2 4 3 1 5 1 2 3	8 5 6 3 2 1 7 4 9 12 1					
R_ezkwzjl6UszN0sl		None of the above	Graduate S	\$35,000 - \$ Test Cell	3 1 2 4 5 2 1 3	8 3 4 6 2 7 1 5 9 12 1					
R_4OfExucd1UABQ5D			Once a mor	College/Sor \$75,000 - \$ Test Cell	1 3 5 2 4 2 1 3	6 4 3 8 7 2 1 5 9 11 2					
R_cAsnWrHOaBzzOpT			Graduate S	\$35,000 - \$ Test Cell	4 3 1 5 2 1 2 3	5 2 8 6 1 3 4 7 9 11 2					
R_3a7OS6MLJXrqevb		None of the above	College/Sor \$125,000 a	Test Cell	2 4 1 5 3 1 2 3	1 6 2 5 3 4 8 7 9 12 1					

## Test Cell

V1	V8	V9	V10	ftouch	id	gc	Q1	Q2	Q3	Q4	Q5	Q6_1	Q6_2
ResponseID	StartDate	EndDate	Finished	ftouch	id	gc	Thank / you What is you Which of th In the next Please look We would I We would I						
R_3gGzIDBvvdkBcgZ	9/18/2012 22:06	9/18/2012 22:08		1	DPDM64RF	EFF925VM:	1 Yes	Female	45 - 54		1	1	
R_cGXa2RLd80oFN6I	9/18/2012 22:04	9/18/2012 22:09		1	DPDM64N	EFF925VM:	1 Yes	Male	65 or older		1	1	
R_0ohoWtldJa9simV	9/18/2012 22:08	9/18/2012 22:14		1	DPDM64RS	EFF925VM:	1 Yes	Female	35 - 44		1	1	
R_ekEwjvhOuj6qBJD	9/18/2012 22:16	9/18/2012 22:19		1	DPDM654F	EFF925VM:	1 Yes	Female	65 or older		1	1	
R_3ehl53hgUMMofsN	9/18/2012 22:21	9/18/2012 22:24		1	DPDM65D	EFF925VM:	1 Yes	Female	25 - 34		1	1	Facebook
R_eF1xQbzYpkDZFcN	9/18/2012 22:19	9/18/2012 22:26		1	DPDM654Z	EFF925VM:	1 Yes	Female	65 or older		1	1	
R_esM48OzunogjzKJ	9/18/2012 22:24	9/18/2012 22:27		1	DPDM65D	EFF925VM:	1 Yes	Male	65 or older		1	1	
R_2oCiaUppdBDS01n	9/18/2012 22:25	9/18/2012 22:28		1	DPDM65D	EFF925VM:	1 Yes	Female	45 - 54		1	1	
R_6XsaCIT1N4frm5v	9/18/2012 22:28	9/18/2012 22:30		1	DPDM65D	EFF925VM:	1 Yes	Male	35 - 44		1	1	
R_e5I1AQ2Ut6ATxb	9/18/2012 22:30	9/18/2012 22:31		1	DPDM65F8	EFF925VM:	1 Yes	Female	65 or older		1	1	
R_1YNpzKU93KrVd1H	9/18/2012 22:33	9/18/2012 22:35		1	DPDM65XL	EFF925VM:	1 Yes	Male	55 - 64		1	1	
R_1ADzpnt6NBMaBlb	9/18/2012 22:37	9/18/2012 22:38		1	DPDM65Y3	EFF925VM:	1 Yes	Male	35 - 44		1	1	
R_7ZZR6NbTO33Neex	9/18/2012 22:44	9/18/2012 22:51		1	DPDM65YR	EFF925VM:	1 Yes	Male	35 - 44		1	1	
R_bNkbsWqaWIvesaF	9/18/2012 22:48	9/18/2012 22:52		1	DPDM65Z2	EFF925VM:	1 Yes	Male	25 - 34		1	1	
R_8uhP4x5KbuAK5h3	9/18/2012 22:55	9/18/2012 22:57		1	DPDM664N	EFF925VM:	1 Yes	Female	55 - 64		1	1	
R_bybKLxgzrfMLTdr	9/18/2012 23:01	9/18/2012 23:02		1	DPDM6657	EFF925VM:	1 Yes	Female	25 - 34		1	1	
R_6X30Lottj3hohHD	9/18/2012 23:02	9/18/2012 23:04		1	DPDM665C	EFF925VM:	1 Yes	Male	35 - 44		1	1	
R_9LxPG99LzsefrTv	9/18/2012 22:58	9/18/2012 23:04		1	DPDM664Z	EFF925VM:	1 Yes	Female	65 or older		1	1	
R_0AhM1yXOt425Ted	9/18/2012 23:10	9/18/2012 23:13		1	DPDM665Z	EFF925VM:	1 Yes	Male	25 - 34		1	1	Facebook
R_4PAMfolQ2psEk3r	9/18/2012 23:10	9/18/2012 23:14		1	DPDM6662	EFF925VM:	1 Yes	Female	55 - 64		1	1	
R_cSIH3jjfZDmK7X	9/18/2012 23:06	9/18/2012 23:17		1	DPDM665C	EFF925VM:	1 Yes	Female	18 - 24		1	1	
R_1KRC1Geaya19qAJ	9/18/2012 23:16	9/18/2012 23:18		1	DPDM666Z	EFF925VM:	1 Yes	Male	45 - 54		1	1	
R_1H6E6aIX2tAsZyl	9/18/2012 23:14	9/18/2012 23:19		1	DPDM6669	EFF925VM:	1 Yes	Male	55 - 64		1	1	
R_293EiDKdofLDjut	9/18/2012 23:17	9/18/2012 23:20		1	DPDM6675	EFF925VM:	1 Yes	Male	45 - 54		1	1	Facebook
R_dpsdd6dqVqOEdkp	9/18/2012 23:19	9/18/2012 23:24		1	DPDM6678	EFF925VM:	1 Yes	Female	35 - 44		1	1	
R_6J0dVNOPczEt25f	9/18/2012 23:19	9/18/2012 23:25		1	DPDM6678	EFF925VM:	1 Yes	Male	65 or older		1	1	
R_cIOHMqrIMLTd3IF	9/18/2012 23:22	9/18/2012 23:25		1	DPDM667J	EFF925VM:	1 Yes	Male	25 - 34		1	1	
R_eFmjBl05t9laD5z	9/18/2012 23:21	9/18/2012 23:28		1	DPDM667F	EFF925VM:	1 Yes	Male	65 or older		1	1	
R_eQhzEgjA9IYSQXr	9/18/2012 23:28	9/18/2012 23:32		1	DPDM668N	EFF925VM:	1 Yes	Female	65 or older		1	1	
R_00nTryjVmIDNUbP	9/18/2012 23:32	9/18/2012 23:33		1	DPDM669C	EFF925VM:	1 Yes	Male	45 - 54		1	1	
R_8cbqmDzz6NWjQ5n	9/18/2012 23:33	9/18/2012 23:36		1	DPDM669L	EFF925VM:	1 Yes	Female	45 - 54		1	1	
R_3fwLzjCAOzjhQqx	9/18/2012 23:35	9/18/2012 23:41		1	DPDM669N	EFF925VM:	1 Yes	Male	25 - 34		1	1	
R_3qGVLYQjhxtPEO1	9/18/2012 23:38	9/18/2012 23:41		1	DPDM669V	EFF925VM:	1 Yes	Female	25 - 34		1	1	Facebook
R_bNum8sBICb0f45n	9/18/2012 23:52	9/18/2012 23:54		1	DPDM66BF	EFF925VM:	1 Yes	Male	55 - 64		1	1	Facebook
R_3yEO0yxJnY4sR4p	9/18/2012 20:39	9/18/2012 23:56		1	DPDM62W	EFF925VLY:	1 Yes	Female	18 - 24		1	1	
R_6VC9fPQ62HqjoPz	9/19/2012 0:05	9/19/2012 0:07		1	DPDM66M	EFF925VM:	1 Yes	Male	35 - 44		1	1	
R_5mXyRSI3BylXjq5	9/19/2012 0:09	9/19/2012 0:13		1	DPDM679X	EFF925VM:	1 Yes	Female	65 or older		1	1	
R_1CfD4Oic1xLrlXL	9/19/2012 0:16	9/19/2012 0:20		1	DPDM67B9	EFF925VM:	1 Yes	Male	25 - 34		1	1	
R_6fg35lq6W5APTrn	9/19/2012 0:22	9/19/2012 0:25		1	DPDM67H	EFF925VM:	1 Yes	Female	55 - 64		1	1	
R_56FA16X9ra6FmZ	9/19/2012 0:38	9/19/2012 0:42		1	DPDM67RC	EFF925VM:	1 Yes	Male	65 or older		1	1	
R_3az0uY00gV46tYp	9/19/2012 0:44	9/19/2012 0:45		1	DPDM67RK	EFF925VM:	1 Yes	Male	55 - 64		1	1	
R_9GkaBkBxjVEVOp	9/19/2012 9:21	9/19/2012 9:28		1	DPDM65D	EFF925VM:	1 Yes	Male	45 - 54		1	1	
R_nnLLt5DISdHjYYI	9/19/2012 9:27	9/19/2012 9:29		1	DPDM74VZ	EFF925VM:	1 Yes	Female	25 - 34		1	1	Facebook
R_eyBIFm9y9ETVijX	9/19/2012 9:26	9/19/2012 9:29		1	DPDM74W	EFF925VM:	1 Yes	Male	35 - 44		1	1	
R_7UtraU8NpxtSwjH	9/19/2012 9:28	9/19/2012 9:30		1	DPDM74YV	EFF925VM:	1 Yes	Male	35 - 44		1	1	

## Test Cell

V1	Q6_3	Q6_4	Q6_5	Q6_6	Q6_7	Q6_8	Q6_9	Q6_9_TEXT	Q6_10	Q7	Q11_1	Q11_2	Q11_3	Q11_4
ResponseID R_3gGzIDBvvdkBcgZ	We would I	We would I	We would I	We would I	When cons	On which, i	On which, i	On which, i	news event Facebook					
R_cGXa2RLd80oFn6I				CNN							None of the	I did not see a name on the list that I associate with the nam		
R_0ohoWtldJa9simV				CNN							Historical facts / Reality / Informative / News			
R_ekEwjvhOuj6qBJD							Other (plea	History channel		All subjects	Facebook			
R_3ehl53hgUMmOfsN										Facebook n	Facebook			
R_eF1xQbzYpkDZFcN			CNN							On CNN	yo Facebook			
R_esM48OzunogjzKJ										None of the	Just did not	LinkedIn		Twitter
R_2oCiaUppdBs01n						The New York Times				time is in th	Facebook			
R_6XsaCIT1N4frm5v						The New York Times				None of the	no webpage showed up			
R_e5I1AQ2Ut6ATxb										sounds like a newspaper				
R_1YNpzKU93KrVd1H										None of the	none come to mind			
R_1ADzpnt6NBMaBlb										None of the	I'm not fam	LinkedIn		Twitter
R_7ZZR6NbTO33Neex										None of the	it doesn't se	Facebook		
R_bNkbsWqaWIvesaF										None of the	It seems lik	Facebook	LinkedIn	Google+ Twitter
R_8uhP4x5KbuAK5h3										Website	seems to give information on various events in hist			
R_bybKLxgzrfMLTdr			CNN							None of the	I have never seen	Timel	LinkedIn	
R_6X30Lotj3hohHD										World /		LinkedIn		
R_9LxPG99LzsefrTv										None of the	I do not ren	Facebook		
R_0AhM1yXOt425Ted										Facebook h	Facebook		Google+	Twitter
R_4PAMfolQ2psEk3r						The New York Times				It didnt lool	Facebook			
R_cSIH3jjfZDmK7X		CNN				The New York Times				Because it r	Facebook			Twitter
R_1KRC1Geaya19qAJ										None of the	Nothing cor	Facebook	LinkedIn	
R_1H6E6alX2tAsZyl										None of the	First, I don't tweet, link, or Facebook, so I don't know if time			
R_293EiDKdofLDjut										I think that'	Facebook			
R_dpsdd6dqVqOEdkp										None of the	none of the above			
R_6J0dVNOPczEt25f										None of the	Education / Facebook	LinkedIn	Google+	
R_cIOHMqrIMLTd3IF										timelines from new york times /		Google+		Twitter
R_eFmjBl05t9laD5z										None of the	title and content	coused me to disassociate it with any of the		
R_eQhzEgjA9IYSQXr										None of the	this is a dur	Facebook		
R_00nTryjVmIDNUbP										the name				Twitter
R_8cbqmDzz6NWjQ5n		CNN								None of the	No particul	Facebook		Twitter
R_3fwLzjCAOzjhQqx										timelines and new york times each share the word time / cn				
R_3qGVLYQjhTPE01										I associate i	Facebook			
R_bNum8sBICb0f45n										because fac	Facebook	LinkedIn	Google+	
R_3yEO0yxJnY4sR4p										None of the	Have no idea what it is associated with			
R_6VC9fPQ62HqjoPz			CNN							Did not lool	Facebook			
R_5mXyRSI3ByIXjq5										The materi	Facebook			
R_1CfD4Oic1xLrlXL										None of the	I've never h	Facebook	LinkedIn	
R_6fg35lq6W5APTrn										None of the	the websites I know did	LinkedIn		
R_56FAI16X9ra6FmZ										None of the	does not remind me of any of them			
R_3az0uY00gV46tYp										None of the	Not familiar	Facebook	LinkedIn	
R_9GkaBkBxjVEVOp										has the wor	Facebook			
R_9nLlt5DISdHjYYI										Facebook c	Facebook	LinkedIn		
R_eyBIFm9y9ETVijX										none	Facebook			
R_7UtraU8NpxtSwjH	Google+									google is a \	Facebook			

V1	Q11_5	Q11_6	Q12	Q13	Q14	DO-BR-FL_6	DO-Q-Q11	DO-Q-Q1	DO-Q-Q6	DO-Q-Q9	DO-Q-Q2	
ResponseID	On which, i	On which, i	Approximat	Now, a few	Which of th	Display Ord	Display Orc	if any	of the follo	Display Ord	Display Or	
R_3gGzIDBvvdkBcgZ			Once a wee	College/Sor	\$35,000 - \$	Test Cell	2 1 5 3 4 1 2 3		4 5 8 1 3 7 2 6 9 12 1			
R_cGXa2RLd80oFN6I	e of the wek	None of the above		Graduate S	Under \$35,	Test Cell	4 3 5 1 2 1 2 3		2 1 7 8 4 3 6 5 9 11 2			
R_0ohoWtldJa9simV		None of the above		College/Sor	\$35,000 - \$	Test Cell	2 4 5 1 3 1 2 3		1 2 7 8 6 4 5 3 9 12 1			
R_ekEwjvhOuj6qBjD		Daily		Graduate S	\$50,000 - \$	Test Cell	3 5 1 4 2 1 2 3		8 3 6 7 4 1 2 5 9 11 2			
R_3ehl53hgUMMofsN			Less than o	Graduate S	\$50,000 - \$	Test Cell	2 3 1 5 4 1 2 3		8 7 5 1 3 2 4 6 9 12 1			
R_eF1xQbzYpkDZFcN		Daily		College/Sor	\$50,000 - \$	Test Cell	3 4 2 1 5 2 1 3		1 8 4 5 2 7 3 6 9 12 1			
R_esM48OzunogjzKJ		Daily		Graduate S	\$75,000 - \$	Test Cell	2 1 4 3 5 2 1 3		7 3 2 4 8 1 5 6 9 12 1			
R_2oCiaUppdBs01n			Once a wee	College/Sor	\$50,000 - \$	Test Cell	3 2 5 1 4 2 1 3		6 7 1 3 5 4 8 2 9 12 1			
R_6XsaCIT1N4frm5v		None of the above		College/Sor	\$50,000 - \$	Test Cell	3 1 4 2 5 2 1 3		4 1 5 3 7 8 2 6 9 11 2			
R_e5I1AQ2Ut6ATxb		None of the above		College/Sor	\$35,000 - \$	Test Cell	5 3 1 4 2 1 2 3		4 2 1 7 8 3 6 5 9 12 1			
R_1YNpzKU93KrVd1H		None of the above		High school	Under \$35,	Test Cell	4 1 2 3 5 2 1 3		5 8 6 4 3 1 2 7 9 12 1			
R_1ADzpnt6NBMaBlb			2-3 times a	Graduate S	\$100,000 -	Test Cell	2 5 3 4 1 2 1 3		6 3 1 4 8 5 7 2 9 12 1			
R_7ZZR6NbTO33Neex			2-3 times a	College/Sor	Under \$35,	Test Cell	3 1 5 2 4 1 2 3		3 7 4 6 8 1 2 5 9 12 1			
R_bNkbsWqaWIVesaF	Foursquare	Daily		College/Sor	Under \$35,	Test Cell	4 1 2 5 3 1 2 3		8 6 2 3 4 1 7 5 9 12 1			
R_8uhP4x5KbuAK5h3	ory, based c	None of the above		College/Sor	\$75,000 - \$	Test Cell	4 3 1 5 2 1 2 3		8 5 6 7 2 1 3 4 9 11 2			
R_bybKLxgrzfMLTdr				College/Sor	\$100,000 -	Test Cell	2 1 3 5 4 1 2 3		5 8 1 3 6 2 4 7 9 12 1			
R_6X30Lottj3hohHD				College/Sor	\$75,000 - \$	Test Cell	3 5 1 4 2 1 2 3		2 4 8 3 5 6 1 7 9 11 2			
R_9LxPG99LzsefrTv			2-3 times a	College/Sor	\$35,000 - \$	Test Cell	4 2 1 5 3 1 2 3		6 4 8 7 2 1 3 5 9 11 2			
R_0AhM1yXOt425Ted	Foursquare		2-3 times a	College/Sor	\$50,000 - \$	Test Cell	2 4 3 5 1 2 1 3		4 8 5 2 1 7 3 6 9 12 1			
R_4PAMfolQ2psEk3r		Daily		High school	\$35,000 - \$	Test Cell	3 1 5 4 2 1 2 3		7 8 4 2 6 5 1 3 9 11 2			
R_cSIH3jjfZDmK7X	Foursquare	Daily		College/Sor	\$35,000 - \$	Test Cell	1 3 5 4 2 2 1 3		6 5 2 7 3 1 8 4 9 11 2			
R_1KRC1Geaya19qAJ		Daily		College/Sor	\$75,000 - \$	Test Cell	3 5 4 2 1 1 2 3		1 6 5 8 7 2 4 3 9 11 2			
R_1H6E6alX2tAsZyl	elines comp	None of the above		College/Sor	Under \$35,	Test Cell	2 3 4 5 1 1 2 3		4 8 2 5 6 3 7 1 9 11 2			
R_293EiDKdofLDjut			Once a wee	College/Sor	\$125,000 a	Test Cell	4 2 1 5 3 2 1 3		4 1 8 7 3 5 6 2 9 12 1			
R_dpsdd6dqVqOEdkp		None of the above		College/Sor	Under \$35,	Test Cell	3 4 2 1 5 2 1 3		2 3 5 1 6 7 8 4 9 12 1			
R_6J0dVNOPczEt25f		Daily		Graduate S	\$35,000 - \$	Test Cell	1 3 2 5 4 1 2 3		8 5 1 6 7 2 3 4 9 12 1			
R_cIOHMqrIMLTd3IF				Graduate S	\$50,000 - \$	Test Cell	3 5 2 4 1 2 1 3		5 7 6 1 2 3 8 4 9 12 1			
R_eFmjBl05t9laD5z	» choices. I	None of the above		Graduate S	\$50,000 - \$	Test Cell	5 3 4 2 1 2 1 3		1 4 3 2 7 8 5 6 9 11 2			
R_eQhzEgjA91YSQXr			2-3 times a	High school	\$35,000 - \$	Test Cell	1 2 4 5 3 2 1 3		6 7 4 3 5 2 1 8 9 11 2			
R_00nTryjVmIDNUbP				Graduate S	\$125,000 a	Test Cell	2 3 5 4 1 1 2 3		6 3 1 2 8 5 4 7 9 11 2			
R_8cbqmDzz6NWjQ5n		Daily		College/Sor	\$50,000 - \$	Test Cell	4 5 3 1 2 2 1 3		5 3 4 6 2 1 8 7 9 11 2			
R_3fwLzjCAOzjhQqx	n and timeli	None of the above		College/Sor	\$50,000 - \$	Test Cell	1 5 2 3 4 1 2 3		7 1 4 6 2 3 8 5 9 12 1			
R_3qGVLYQjhTpeO1		Daily		College/Sor	\$35,000 - \$	Test Cell	5 1 3 4 2 2 1 3		7 4 6 2 3 5 1 8 9 12 1			
R_bNum8sBICb0f45n		Daily		College/Sor	\$50,000 - \$	Test Cell	3 2 5 1 4 1 2 3		4 3 5 1 8 2 6 7 9 11 2			
R_3yEO0yxJnY4sR4p		None of the above		College/Sor	\$35,000 - \$	Test Cell	4 2 3 5 1 1 2 3		1 2 6 8 4 7 3 5 9 12 1			
R_6VC9fPQ62HqjoPz		Daily		College/Sor	\$35,000 - \$	Test Cell	1 5 2 4 3 1 2 3		4 3 2 7 1 5 6 8 9 12 1			
R_5mXyRSI3ByIXjq5			Less than o	Graduate S	\$100,000 -	Test Cell	3 1 2 5 4 1 2 3		6 2 8 1 7 5 4 3 9 11 2			
R_1CfD4Oic1xLrlXL			Once a mor	College/Sor	\$75,000 - \$	Test Cell	1 5 2 4 3 2 1 3		1 8 2 4 3 6 7 5 9 11 2			
R_6fg35lq6W5APTrn				College/Sor	\$50,000 - \$	Test Cell	1 5 4 2 3 1 2 3		1 4 2 8 7 6 5 3 9 11 2			
R_56FA16X9ra6FmZ		None of the above		Graduate S	\$35,000 - \$	Test Cell	1 2 3 4 5 1 2 3		3 6 2 5 8 7 4 1 9 11 2			
R_3az0uY00gV46tYp	Foursquare		Once a wee	College/Sor	\$50,000 - \$	Test Cell	2 5 1 3 4 1 2 3		5 1 4 3 6 7 8 2 9 12 1			
R_9GkaBkBxjVEVOp				Less than o	High school	\$50,000 - \$	Test Cell	5 1 3 2 4 2 1 3		4 1 3 8 5 7 2 6 9 11 2		
R_9nLlt5DISdHjYYI		Daily		College/Sor	\$75,000 - \$	Test Cell	3 2 1 4 5 1 2 3		6 1 3 7 8 4 5 2 9 12 1			
R_eyBIFm9y9ETVijX		Daily		Graduate S	\$35,000 - \$	Test Cell	3 5 4 2 1 1 2 3		8 6 5 1 3 2 7 4 9 12 1			
R_7UtraU8NpxtSwjH		Daily		College/Sor	\$50,000 - \$	Test Cell	4 2 3 5 1 1 2 3		5 4 8 2 7 3 1 6 9 12 1			

## Test Cell

V1	V8	V9	V10	ftouch	id	gc	Q1	Q2	Q3	Q4	Q5	Q6_1	Q6_2
ResponseID	StartDate	EndDate	Finished	ftouch	id	gc	Thank / you What is you Which of th In the next Please look We would I We would I						
R_emxKfLLIoSizLNz	9/19/2012 9:32	9/19/2012 9:34		1	DPDM75CC	EFF925VM	1 Yes	Male	45 - 54		1	1	
R_8eUYhl8bu6KIQuN	9/19/2012 9:34	9/19/2012 9:36		1	DPDM75DC	EFF925VM	1 Yes	Male	35 - 44		1	1	
R_5j8m3c4amVob7tH	9/19/2012 9:35	9/19/2012 9:38		1	DPDM75D <del>C</del>	EFF925VM	1 Yes	Male	65 or older		1	1	
R_4YBUJw5HLunWytB	9/19/2012 9:37	9/19/2012 9:41		1	DPDM75HJ	EFF925VM	1 Yes	Female	65 or older		1	1	
R_6uOB7PX3hCdeBxj	9/19/2012 9:40	9/19/2012 9:43		1	DPDM75M	EFF925VM	1 Yes	Male	35 - 44		1	1	
R_0v3bYfOyjfgcIKd	9/19/2012 9:43	9/19/2012 9:46		1	DPDM75Q <del>I</del>	EFF925VM	1 Yes	Female	25 - 34		1	1	
R_a5FGEaF68JoWWW1	9/19/2012 9:51	9/19/2012 9:52		1	DPDM7764	EFF925VM	1 Yes	Male	25 - 34		1	1	
R_25FstykXUYMbMeV	9/19/2012 9:49	9/19/2012 9:52		1	DPDM7726	EFF925VM	1 Yes	Male	55 - 64		1	1	
R_8laQwBSblDmdwd7	9/19/2012 9:51	9/19/2012 9:53		1	DPDM7784	EFF925VM	1 Yes	Female	35 - 44		1	1	
R_2ir3CZQWVflpe1T	9/19/2012 9:53	9/19/2012 9:54		1	DPDM779C	EFF925VM	1 Yes	Female	25 - 34		1	1	
R_cPgoC6YVIUUhV3D	9/19/2012 9:45	9/19/2012 9:57		1	DPDM75SC	EFF925VM	1 Yes	Male	55 - 64		1	1	
R_6PBpxWlpzPl7cp	9/19/2012 9:54	9/19/2012 9:59		1	DPDM779J	EFF925VM	1 Yes	Male	55 - 64		1	1	
R_4T3YL3IMJrIZFvD	9/19/2012 9:57	9/19/2012 10:00		1	DPDM77BX	EFF925VM	1 Yes	Female	35 - 44		1	1	
R_eX2ORJWLSFFKVX7	9/19/2012 9:58	9/19/2012 10:00		1	DPDM77C4	EFF925VM	1 Yes	Female	25 - 34		1	1	Facebook
R_3Kwmx7szghAokAt	9/19/2012 9:55	9/19/2012 10:00		1	DPDM77B3	EFF925VM	1 Yes	Male	55 - 64		1	1	
R_1z5ekiz5a9vUe33	9/19/2012 10:00	9/19/2012 10:02		1	DPDM77CK	EFF925VM	1 Yes	Female	25 - 34		1	1	
R_d4EMUkVQfWXSGsI	9/19/2012 10:02	9/19/2012 10:03		1	DPDM77DF	EFF925VM	1 Yes	Female	35 - 44		1	1	
R_24E7zmlA3Recfpr	9/19/2012 10:03	9/19/2012 10:05		1	DPDM77D <del>Z</del>	EFF925VM	1 Yes	Female	25 - 34		1	1	
R_0PrQ2XaM9vDKmCp	9/19/2012 10:04	9/19/2012 10:07		1	DPDM77FB	EFF925VM	1 Yes	Female	65 or older		1	1	
R_8InN5iOY3LQpypn	9/19/2012 10:05	9/19/2012 10:08		1	DPDM77FV	EFF925VM	1 Yes	Female	55 - 64		1	1	Facebook
R_50VU3TxhDOxrV3L	9/19/2012 10:10	9/19/2012 10:12		1	DPDM77ZK	EFF925VM	1 Yes	Male	55 - 64		1	1	
R_5Ab3vgYMAlqDLLv	9/19/2012 10:16	9/19/2012 10:18		1	DPDM78NE	EFF925VM	1 Yes	Male	25 - 34		1	1	
R_3w96o05hMQrjuXH	9/19/2012 10:20	9/19/2012 10:23		1	DPDM78W	EFF925VM	1 Yes	Male	45 - 54		1	1	
R_cNOELzoXBTyX1o9	9/19/2012 10:23	9/19/2012 10:26		1	DPDM7942	EFF925VM	1 Yes	Male	35 - 44		1	1	
R_8uclZyYrhTROIFz	9/19/2012 10:30	9/19/2012 10:31		1	DPDM79Y5	EFF925VM	1 Yes	Male	25 - 34		1	1	
R_0iDweAsZ2adanNFj	9/19/2012 10:35	9/19/2012 10:37		1	DPDM7B3S	EFF925VM	1 Yes	Male	25 - 34		1	1	Facebook
R_cY1g0FKNFk5gISN	9/19/2012 10:38	9/19/2012 10:41		1	DPDM7B53	EFF925VM	1 Yes	Male	45 - 54		1	1	
R_aYjcvI4ALKfyFLv	9/19/2012 10:41	9/19/2012 10:43		1	DPDM7BH1	EFF925VM	1 Yes	Male	65 or older		1	1	
R_dhWxD6NacEvuHA1	9/19/2012 10:51	9/19/2012 10:54		1	DPDM7DP1	EFF925VM	1 Yes	Male	55 - 64		1	1	
R_3q6oP8crZRscW6F	9/19/2012 10:31	9/19/2012 11:05		1	DPDM79Y8	EFF925VM	1 Yes	Male	45 - 54		1	1	
R_eKzmXHrl1oMmYex	9/19/2012 11:13	9/19/2012 11:17		1	DPDM7MJ1	EFF925VM	1 Yes	Male	65 or older		1	1	
R_5hEmdeflBhY9YmfF	9/19/2012 11:16	9/19/2012 11:18		1	DPDM7NP1	EFF925VM	1 Yes	Male	25 - 34		1	1	

## Test Cell

V1	Q6_3	Q6_4	Q6_5	Q6_6	Q6_7	Q6_8	Q6_9	Q6_9_TEXT	Q6_10	Q7	Q11_1	Q11_2	Q11_3	Q11_4
R_8eUyh18bu6K1QuN	We would I	We would I	We would I	None of the	When cons	On which, i	On which, i	On which, i						
R_5j8m3c4amVob7tH										don't recognize it				
R_4YBUJw5HLunWytB										None of the	None			
R_6u0B7PX3hCdeBxj							The New York Times			None of the	None of the	Facebook	LinkedIn	Google+
R_0v3bYfOyjfgcIKd										Because it s	Facebook			Twitter
R_a5FGEaF68JoWWW1										Other (plea HistoryChannel		Because it is	LinkedIn	
R_25FstykXUYMbMeV											It isn t a soc	Facebook	LinkedIn	
R_8laQwBSbLDmdwd7										None of the	I didn t see	Facebook		
R_2ir3CZQWVflpe1T										None of the	No connect	Facebook		
R_cPgoC6YVIUUHv3D										Well, it looks like it s	an independent webpage and the infor			
R_6PBpxWlpzPl7cp										None of the	I ve never	Facebook	LinkedIn	Google+
R_4T3YL3IMJrIZFvD	Google+									Never seen it before		LinkedIn		Twitter
R_eX2ORJWLSFFkVX7		CNN								None of the	not familiar with any company that does events in history; I			
R_3Kwmx7szghAokAt		CNN								The fomatti	Facebook			
R_1z5ekiz5a9vUe33							The New York Times			Because Far	Facebook			
R_d4EMUkVQfWXSGsI	Google+									Just made r	Facebook	LinkedIn		
R_24E7zmlA3Recfpr										jumped out	Facebook			
R_0PrQ2XaM9vDKmCp		CNN					The New York Times			That is the f	Facebook			
R_8lnN5iOY3LQppn										Sounds the	Facebook	LinkedIn		
R_50VU3TxhDOxrV3L										Has to do w	Facebook	LinkedIn		
R_5Ab3vgYMAIqDLLv										facebook h:	Facebook			Twitter
R_3w96o05hMQrjuXH										None of the	have never heard of it before			
R_cNOELzoXBTyX1o9										It sounds cl	Facebook	LinkedIn		
R_8uclZyYrhTROIFz										It provides	Facebook	LinkedIn		
R_0iDweAsZ2adanFj	Google+									looks like it	Facebook			
R_cY1g0FKNFk5gISN										Internet	Facebook			
R_aYjcvI4ALKfyFLv										Seems to be a very social	geared site			
R_dhWxD6NacEvuHA1										The inform:	Facebook	LinkedIn		
R_3q6oP8crZRscW6F		CNN								None of the	I have never heard of the name.			
R_eKzmXHrl1oMmYex	Google+									timelines	Facebook			
R_5hEmdefIBhY9Ymf		CNN								i like cnn				
										I often use	Facebook	Google+	Twitter	
										I		LinkedIn		Twitter

## Test Cell

V1	Q11_5	Q11_6	Q12	Q13	Q14	DO-BR-FL_6	DO-Q-Q11	DO-Q-Q1	DO-Q-Q6	DO-Q-Q9	DO-Q-Q2
R_ResponseID	On which, i	On which, i	Approximat	Now, a few	Which of th	Display Ord	Display Orc	if any	of the follo	Display Ord	Display Or
R_emxKfLLioSizLNz			None of the above	Graduate S	\$125,000 a	Test Cell	1 2 4 5 3	2 1 3	7 1 5 4 2 6 8 3 9 12 1		
R_8eUYhl8bu6KIQuN			None of the above	High school	\$35,000 - \$	Test Cell	5 1 4 2 3	2 1 3	6 5 4 8 3 2 1 7 9 11 2		
R_5j8m3c4amVob7tH			Once a mor	Graduate S	\$100,000 -	Test Cell	1 5 2 3 4	2 1 3	5 4 2 8 6 3 1 7 9 11 2		
R_4YBUJw5HLunWytB			2-3 times a	High school	\$35,000 - \$	Test Cell	2 4 1 5 3	2 1 3	7 2 5 4 6 8 1 3 9 11 2		
R_6uOB7PX3hCdeBxj			2-3 times a	Graduate S	\$75,000 - \$	Test Cell	5 3 4 2 1	1 2 3	6 4 5 7 2 1 8 3 9 11 2		
R_0v3bYfOyjfgcIKd	Foursquare	Daily		College/Sor	\$35,000 - \$	Test Cell	5 4 2 3 1	2 1 3	5 4 3 8 1 7 6 2 9 12 1		
R_a5FGEaF68JoWWW1			2-3 times a	College/Sor	Under \$35,	Test Cell	4 1 3 2 5	2 1 3	3 6 2 8 7 4 5 1 9 12 1		
R_25FstykXUYMbMeV		Daily		College/Sor	\$50,000 - \$	Test Cell	4 3 1 2 5	1 2 3	4 6 7 2 8 1 3 5 9 12 1		
R_8laQwBSbLDmdwd7	maiton I see	None of the above		Graduate S	\$100,000 -	Test Cell	3 4 2 5 1	2 1 3	6 7 2 4 1 3 5 8 9 11 2		
R_2ir3CZQWVflpe1T		Daily		College/Sor	\$50,000 - \$	Test Cell	3 4 5 1 2	2 1 3	1 3 7 2 5 4 8 6 9 11 2		
R_cPgoC6YVIUUhV3D				Graduate S	\$125,000 a	Test Cell	4 3 1 5 2	2 1 3	4 5 3 7 1 2 8 6 9 12 1		
R_6PBpxWlpzPl7cp	am familiar	None of the above		Graduate S	\$125,000 a	Test Cell	5 2 1 3 4	1 2 3	3 7 2 6 1 8 5 4 9 11 2		
R_4T3YL3IMJrIZFvD			Less than o	College/Sor	\$35,000 - \$	Test Cell	4 5 3 1 2	2 1 3	8 1 6 4 3 2 7 5 9 12 1		
R_eX2ORJWLSFFKV7		Daily		College/Sor	Under \$35,	Test Cell	5 4 1 3 2	2 1 3	7 6 1 8 5 3 2 4 9 11 2		
R_3Kwmx7szghAokAt			Less than o	College/Sor	\$50,000 - \$	Test Cell	4 5 2 3 1	1 2 3	1 8 3 2 5 7 6 4 9 12 1		
R_1z5ekiz5a9vUe33		Daily		Graduate S	\$35,000 - \$	Test Cell	3 5 1 4 2	1 2 3	8 5 3 2 6 7 4 1 9 11 2		
R_d4EMUkVQfWXSGsI			2-3 times a	College/Sor	\$35,000 - \$	Test Cell	2 1 4 3 5	2 1 3	1 3 2 6 4 5 8 7 9 11 2		
R_24E7zmlA3Recfpr	Foursquare	Daily		College/Sor	\$50,000 - \$	Test Cell	1 2 5 3 4	1 2 3	7 5 1 6 2 8 4 3 9 12 1		
R_0PrQ2XaM9vDKmCp		Daily		College/Sor	\$125,000 a	Test Cell	1 5 4 3 2	2 1 3	7 3 8 6 2 5 1 4 9 11 2		
R_8lnN5iOY3LQppn	Foursquare	Daily		High school	\$35,000 - \$	Test Cell	3 2 4 5 1	1 2 3	1 5 7 2 4 8 6 3 9 12 1		
R_50VU3TxhDOxrV3L		None of the above		Graduate S	\$75,000 - \$	Test Cell	1 4 5 3 2	1 2 3	5 3 6 4 8 1 2 7 9 12 1		
R_5Ab3vgYMAlqDLLv			2-3 times a	Graduate S	\$50,000 - \$	Test Cell	2 4 3 5 1	1 2 3	3 8 6 7 4 2 5 1 9 11 2		
R_3w96o05hMQrjuXH			Once a mor	Graduate S	\$75,000 - \$	Test Cell	2 3 1 4 5	2 1 3	6 3 1 7 2 4 8 5 9 12 1		
R_cNOELzoXBTyX1o9		Daily		High school	\$35,000 - \$	Test Cell	4 1 3 2 5	2 1 3	7 4 3 6 8 5 1 2 9 12 1		
R_8uclZyYrhTROIFz			2-3 times a	High school	\$50,000 - \$	Test Cell	3 4 2 1 5	2 1 3	3 4 1 8 7 2 6 5 9 11 2		
R_0iDweAsZ2adanFj		None of the above		College/Sor	Under \$35,	Test Cell	5 2 3 4 1	1 2 3	1 3 5 8 7 2 6 4 9 12 1		
R_cY1g0FKNFk5gISN		Daily		College/Sor	\$125,000 a	Test Cell	2 1 5 4 3	1 2 3	7 2 5 3 8 4 1 6 9 11 2		
R_aYjcvI4ALKfyFLv		None of the above		Graduate S	\$50,000 - \$	Test Cell	1 2 5 4 3	2 1 3	4 3 6 1 2 7 5 8 9 11 2		
R_dhWxD6NacEvuHA1			Less than o	College/Sor	\$50,000 - \$	Test Cell	1 5 2 4 3	1 2 3	8 1 6 7 2 3 5 4 9 12 1		
R_3q6oP8crZRscW6F		None of the above		Graduate S	\$75,000 - \$	Test Cell	2 4 5 3 1	2 1 3	7 1 3 4 2 8 6 5 9 11 2		
R_eKzmXHrl1oMmYex		Daily		College/Sor	\$35,000 - \$	Test Cell	4 5 2 3 1	1 2 3	1 5 3 6 8 4 7 2 9 12 1		
R_5hEmdefIBhY9Ymf				College/Sor	\$75,000 - \$	Test Cell	4 3 2 1 5	1 2 3	3 5 2 4 1 7 8 6 9 11 2		

## Control Cell

V1	V8	V9	V10	ftouch	id	gc	Q1	Q2	Q3	Q4	Q8	Q9_1	Q9_2
ResponseID	StartDate	EndDate	Finished	ftouch	id	gc	Thank / you What is you Which of th In the next Please look We would I We would I						
R_3KL3FVSgnNVMCjz	9/18/2012 14:17	9/18/2012 14:19		1	DPDM4VCE	EFF925VLB	1 Yes	Female	45 - 54		1	1	
R_7TJlc04qHMBTamN	9/18/2012 14:17	9/18/2012 14:20		1	DPDM4VBF	EFF925VLB	1 Yes	Female	35 - 44		1	1	
R_8reDGWXmFgpYkAd	9/18/2012 14:20	9/18/2012 14:21		1	DPDM4VDI	EFF925VLC	1 Yes	Male	25 - 34		1	1	
R_bJJY82cHG8LYyTr	9/18/2012 14:20	9/18/2012 14:24		1	DPDM4VDI	EFF925VLB	1 Yes	Male	25 - 34		1	1	
R_71YIoRulqZUpgpv	9/18/2012 14:22	9/18/2012 14:24		1	DPDM4VGJ	EFF925VLC	1 Yes	Female	65 or older		1	1	
R_abzRSTHtIMLLob3	9/18/2012 14:23	9/18/2012 14:25		1	DPDM4VHI	EFF925VLC	1 Yes	Male	25 - 34		1	1	
R_8e4avLsCwlul4jf	9/18/2012 14:22	9/18/2012 14:25		1	DPDM4VGI	EFF925VLC	1 Yes	Male	65 or older		1	1	
R_79fTAtW2xdlxCTP	9/18/2012 14:25	9/18/2012 14:28		1	DPDM4VKE	EFF925VLC	1 Yes	Female	55 - 64		1	1	
R_b7Xnad9KkmOAOoJ	9/18/2012 14:29	9/18/2012 14:30		1	DPDM4W2	EFF925VLC	1 Yes	Male	25 - 34		1	1	
R_emPcCcGipJHjVid	9/18/2012 14:32	9/18/2012 14:35		1	DPDM4WG	EFF925VLC	1 Yes	Male	35 - 44		1	1	
R_79UZlchqMPbNxnd	9/18/2012 14:34	9/18/2012 14:36		1	DPDM4WW	EFF925VLC	1 Yes	Male	25 - 34		1	1	
R_b2ZZdvFFx2anQ3j	9/18/2012 14:37	9/18/2012 14:39		1	DPDM4WY	EFF925VLC	1 Yes	Female	18 - 24		1	1	
R_4MeWhFxPk71Ds1L	9/18/2012 14:43	9/18/2012 14:44		1	DPDM4X3Y	EFF925VLD	1 Yes	Female	25 - 34		1	1	
R_8GIOoJxJUsgrmy8Z	9/18/2012 14:42	9/18/2012 14:46		1	DPDM4X3N	EFF925VLD	1 Yes	Female	55 - 64		1	1	
R_4GyxE83xSnQWGX	9/18/2012 14:45	9/18/2012 14:47		1	DPDM4X5L	EFF925VLD	1 Yes	Male	35 - 44		1	1	
R_5hYtX13aPIB7UnX	9/18/2012 14:40	9/18/2012 14:52		1	DPDM4X2L	EFF925VLC	1 Yes	Male	45 - 54		1	1	
R_50ayllij9owQn6l	9/18/2012 14:52	9/18/2012 14:54		1	DPDM4XKJ	EFF925VLD	1 Yes	Female	25 - 34		1	1	
R_03BfoVQHxX5Kfyl	9/18/2012 14:52	9/18/2012 14:56		1	DPDM4XKF	EFF925VLD	1 Yes	Male	45 - 54		1	1	
R_3qhQb9anBis24El	9/18/2012 15:00	9/18/2012 15:03		1	DPDM4XRT	EFF925VLD	1 Yes	Female	55 - 64		1	1	
R_dm6nLjAcZQ4zeol	9/18/2012 14:46	9/18/2012 15:03		1	DPDM4WP	EFF925VLC	1 Yes	Female	35 - 44		1	1	
R_1Stz42ak028nMfr	9/18/2012 15:01	9/18/2012 15:04		1	DPDM4XRY	EFF925VLD	1 Yes	Male	65 or older		1	1	Facebook
R_8AZBU8duFDtWq57	9/18/2012 15:04	9/18/2012 15:06		1	DPDM4XYN	EFF925VLD	1 Yes	Female	25 - 34		1	1	
R_3sEX5JL1aXFRUQ5	9/18/2012 14:53	9/18/2012 15:06		1	DPDM4XKN	EFF925VLD	1 Yes	Female	45 - 54		1	1	Facebook
R_eCJBoYEe8HsFN0F	9/18/2012 15:10	9/18/2012 15:11		1	DPDM4Y7R	EFF925VLD	1 Yes	Female	45 - 54		1	1	Facebook
R_6KbsullA3TEZlhr	9/18/2012 15:11	9/18/2012 15:14		1	DPDM4YC4	EFF925VLF	1 Yes	Female	35 - 44		1	1	
R_aVHNVeTc6QrDeCx	9/18/2012 15:12	9/18/2012 15:16		1	DPDM4YDS	EFF925VLF	1 Yes	Female	25 - 34		1	1	Facebook
R_6V9OrqDiBWNRIxb	9/18/2012 15:15	9/18/2012 15:17		1	DPDM4YX3	EFF925VLF	1 Yes	Female	45 - 54		1	1	Facebook
R_9nViSMSUYlZQjvD	9/18/2012 15:17	9/18/2012 15:18		1	DPDM4Z84	EFF925VLF	1 Yes	Female	25 - 34		1	1	
R_0xsvEzIbbLhDEWx	9/18/2012 15:16	9/18/2012 15:18		1	DPDM4YXK	EFF925VLF	1 Yes	Male	55 - 64		1	1	
R_bloe8eG6cP4ydBb	9/18/2012 15:20	9/18/2012 15:21		1	DPDM4ZBC	EFF925VLF	1 Yes	Female	25 - 34		1	1	
R_eDJ2ceSODlhhrZb	9/18/2012 15:26	9/18/2012 15:28		1	DPDM4ZKL	EFF925VLF	1 Yes	Male	45 - 54		1	1	Facebook
R_6PhBIUjz1h26yAR	9/18/2012 15:25	9/18/2012 15:27		1	DPDM4ZKK	EFF925VLF	1 Yes	Female	45 - 54		1	1	
R_eD4CuatOel7TxfD	9/18/2012 15:31	9/18/2012 15:34		1	DPDM4ZQI	EFF925VLF	1 Yes	Male	55 - 64		1	1	
R_74BunSNIKlQUVuH	9/18/2012 15:30	9/18/2012 15:33		1	DPDM4ZQI	EFF925VLF	1 Yes	Female	35 - 44		1	1	
R_1Sm69HUJI5ewQ0R	9/18/2012 15:33	9/18/2012 15:35		1	DPDM4ZR8	EFF925VLF	1 Yes	Male	55 - 64		1	1	
R_5vVFZQflYOLYRXn	9/18/2012 15:34	9/18/2012 15:36		1	DPDM4ZRF	EFF925VLG	1 Yes	Female	25 - 34		1	1	
R_b8irWDyxdQTsnR3	9/18/2012 15:36	9/18/2012 15:37		1	DPDM4ZRR	EFF925VLG	1 Yes	Male	45 - 54		1	1	
R_3aVwhm7aQvT9ke9	9/18/2012 15:36	9/18/2012 15:38		1	DPDM4ZRR	EFF925VLG	1 Yes	Female	45 - 54		1	1	
R_5vv95lsYEi1MA8R	9/18/2012 15:38	9/18/2012 15:41		1	DPDM4ZS5	EFF925VLG	1 Yes	Female	55 - 64		1	1	
R_4ZqeSbuP9Y1HDa5	9/18/2012 15:39	9/18/2012 15:42		1	DPDM4ZVE	EFF925VLG	1 Yes	Male	35 - 44		1	1	
R_erGZcxkMdnK8Gm9	9/18/2012 15:43	9/18/2012 15:49		1	DPDM52BF	EFF925VLG	1 Yes	Female	55 - 64		1	1	
R_cSzvl8VGOWOUsid	9/18/2012 15:48	9/18/2012 15:51		1	DPDM52JR	EFF925VLG	1 Yes	Female	45 - 54		1	1	LinkedIn
R_9EQfoZOSziLOQuh	9/18/2012 15:47	9/18/2012 15:51		1	DPDM52J2	EFF925VLG	1 Yes	Female	45 - 54		1	1	
R_eFAoSeCL0PUMheZ	9/18/2012 15:47	9/18/2012 15:52		1	DPDM52JF	EFF925VLG	1 Yes	Female	45 - 54		1	1	
R_d7rbYkaXXyljk6x	9/18/2012 15:53	9/18/2012 15:56		1	DPDM52LZ	EFF925VLG	1 Yes	Male	45 - 54		1	1	

## Control Cell

V1	Q9_3	Q9_4	Q9_5	Q9_6	Q9_7	Q9_8	Q9_9	Q9_9_TEXT	Q9_10	Q10	Q11_1	Q11_2	Q11_3	Q11_4
ResponseID R_3KL3FVSgnNVMCjz	We would I	We would I	We would I	We would I	When cons	On which, i	On which, i	On which, i						
R_7TJlc04qHMBTamN											None of the	Never hear	Facebook	
R_8reDGWXmFgpYkAd											Other (plea history channel	it has to do with time, and that means history		
R_bJJY82cHG8LYyTr							The New York Times				None of the	I've never s	Facebook	LinkedIn
R_71YIoRulqZUpgpv							The New York Times				Not sure	Facebook		Twitter
R_abzRSTHtIMLLob3											NO REASON		Google+	
R_8e4avLsCwlul4jf											None of the never seen	Facebook	LinkedIn	
R_79ftAtW2xdlxCTP	Google+										None of the not familiar with timescapes		Twitter	
R_b7Xnad9KkmOAOoJ	Google+										Just looked like a "google" page!			
R_emPcCcGipJHjVid	Google+										None of the I've never h	Facebook	LinkedIn	Google+
R_79UZlchqMPbNxnD											If there was a sponsor, I didn't consciously register it. But t			
R_b2ZZdvFFx2anQ3j							The New York Times				None of the I've never h	Facebook	LinkedIn	Google+
R_4MeWhFxPk7IDs1L							The New York Times				New York T	Facebook	LinkedIn	Google+
R_8GIOoJXjUsgmy8Z							The New York Times				Times is in t	Facebook		Twitter
R_4GyxE83xSnQWGx	Google+										Because the	Facebook	LinkedIn	
R_5hYtX13aPIB7UnX											Great looking site.		Google+	
R_50ayllij9owQn6I											None of the Not familiar with any of	LinkedIn		
R_03BfoVQHxX5kFyl							The New York Times				The name	Facebook	LinkedIn	Google+
R_3qhQb9anBis24El											None of the i did not see	Facebook	Google+	Twitter
R_dm6nLjAcZQ4zeol											Other (plea Time magazine	Because of	Facebook	LinkedIn
R_1Stz42ak028nMfr	Google+	Twitter									None of the I've never heard of timescapes. It sounds like it's a unique i			
R_8AZBU8duFDtWq57							YouTube				thats social media fou you.			
R_3sEX5JL1aXFRUQ5							The New York Times				Because of	Facebook	LinkedIn	
R_eCJBoYEe8HsFN0F							YouTube				SEEMED FA	Facebook		Twitter
R_6KbsullA3TEZlhr											To keep cur	Facebook		Twitter
R_aVHNVeTc6OrDeCx											None of the I don't know	Facebook	LinkedIn	
R_6V9OrqDiBWNRiXb											Facebook is Facebook			
R_9nVISMSUYlzQjvD											just to read Facebook			
R_0xsvEzIbbLhDEWx											None of the I've never h	Facebook	LinkedIn	Google+
R_bloe8eG6cP4ydBb	Google+		CNN				The New York Times				its history that has made the news			Twitter
R_eDJ2ceSODlhhrZb											...	Facebook	Google+	Twitter
R_6PhBIUjz1h26yAR											not sure	Facebook		
R_eD4CuatOel7TxfD	Google+										None of the i just didn't think it went with any of the choices.			
R_74BunSNIKlQUVuH											I expect to	Facebook	LinkedIn	
R_1Sm69HUJI5ewQ0R							The New York Times				None of the Never hear	Facebook		
R_5vVFZQflYOLYRXn											HAS TIME LOOK		Google+	
R_b8irWDyxdQTsnR3											None of the I've never h		Google+	
R_3aVwhm7aQvT9ke9							The New York Times				None of the na		LinkedIn	
R_5vv95lsYEi1MA8R											looks like ar	Facebook		
R_4ZqeSbuP9Y1HDa5			Foursquare	CNN			The New York Times				None of the I never heard of it before			
R_erGZcxkMdNk8Gm9							YouTube				History, news, currenty events			
R_cSzVl8VGOWOUsid	Google+	Twitter		CNN			The New Yo	YouTube			Not sure what all would be shown in the webpage			
R_9EQfoZ0SzilQOquh							The New York	Times			just know t	Facebook	LinkedIn	Google+
R_eFAoSeCLOPUMheZ											The NY Tim	Facebook	LinkedIn	Twitter
R_d7rbYkaXXyljK6x							The New York	Times			None of the I've never h			
											sounds like Facebook	LinkedIn		

## Control Cell

V1	Q11_5	Q11_6	Q12	Q13	Q14	DO-BR-FL_t	DO-Q-Q11	DO-Q-Q1	DO-Q-Q6	DO-Q-Q9	DO-Q-Q2	
ResponseID	On which, i	On which, i	Approximat	Now, a few	Which of th	Display	Orc	Display	Ord if any	of the follo	Display	
R_3KL3FVSgnNVMCjz			Daily	Graduate	\$100,000 - \$	Control Cell 2 1 4 3 5 1 2 3			3 5 1 6 7 1 2			
R_7TJlc04qHMBTamN		None of the above		High schoo	\$35,000 - \$	Control Cell 5 2 1 3 4 1 2 3			6 8 5 3 1 1 2			
R_8reDGWXmFgpYkAd			Daily	Graduate	\$50,000 - \$	Control Cell 5 4 2 1 3 1 2 3			6 4 8 1 2 2 1			
R_bJJY82cHG8LYyTr			2-3 times a	College/Sor	\$35,000 - \$	Control Cell 3 5 2 1 4 1 2 3			6 3 7 4 1 2 1			
R_71YIoRulqZUpgpv		None of the above		College/Sor	\$35,000 - \$	Control Cell 3 5 4 1 2 2 1 3			7 6 8 4 3 2 1			
R_abzRSTHtIMLLob3			Daily	College/Sor	\$100,000 - \$	Control Cell 3 5 1 4 2 2 1 3			7 6 3 5 1 1 2			
R_8e4avLsCwlul4jf		None of the above		College/Sor	\$35,000 - \$	Control Cell 1 5 4 3 2 2 1 3			3 6 7 5 8 1 2			
R_79fTAtW2xdlxCTP		None of the above		Graduate	\$75,000 - \$	Control Cell 2 5 3 1 4 1 2 3			2 5 6 1 3 2 1			
R_b7Xnad9KkmOAOoj			Daily	College/Sor	\$50,000 - \$	Control Cell 5 4 3 2 1 1 2 3			8 5 6 2 1 2 1			
R_emPcCcGipJHjVid	e timeline ir	None of the above		Graduate	\$75,000 - \$	Control Cell 2 1 3 5 4 2 1 3			8 2 7 1 5 1 2			
R_79UZlchqMPbNxnD			Daily	Graduate	\$35,000 - \$	Control Cell 2 1 5 4 3 2 1 3			7 6 5 1 2 2 1			
R_b2ZZdvFFx2anQ3j			Daily	College/Sor	Under \$35,	Control Cell 4 5 2 3 1 1 2 3			7 1 8 6 3 1 2			
R_4MeWhFxPk71Ds1L			Daily	Graduate	\$50,000 - \$	Control Cell 2 3 4 5 1 2 1 3			5 2 8 6 7 2 1			
R_8GIOoJxjUsgmy8Z			2-3 times a	High schoo	\$50,000 - \$	Control Cell 3 4 2 1 5 1 2 3			7 3 5 8 1 1 2			
R_4GyxiE83xSnQWGx				Graduate	\$35,000 - \$	Control Cell 3 1 2 4 5 2 1 3			7 4 8 2 1 2 1			
R_5hYtX13aPIB7UnX				College/Sor	\$125,000 a	Control Cell 4 1 5 2 3 1 2 3			5 4 6 3 8 1 2			
R_50ayllij9owQn6l			2-3 times a	College/Sor	Under \$35,	Control Cell 5 4 1 3 2 2 1 3			7 8 4 5 1 1 2			
R_03BfoVQHxX5kFyl			2-3 times a	College/Sor	\$75,000 - \$	Control Cell 1 2 3 5 4 2 1 3			6 4 1 8 2 1 2			
R_3qhQb9anBis24El			Daily	Graduate	\$75,000 - \$	Control Cell 5 4 3 1 2 2 1 3			3 6 7 5 4 1 2			
R_dm6nLjAcZO4zeol	identity not	None of the above		College/Sor	\$100,000 - \$	Control Cell 2 5 3 1 4 1 2 3			7 6 5 8 2 2 1			
R_1STz42ak028nMfr		None of the above		High schoo	\$35,000 - \$	Control Cell 4 1 3 5 2 1 2 3			1 4 7 3 5 2 1			
R_8AZBU8duFDtWq57			Daily	College/Sor	\$125,000 a	Control Cell 2 1 3 4 5 1 2 3			4 7 3 5 1 2 1			
R_3sEX5JL1aXFRUQ5			Once a wee	College/Sor	\$35,000 - \$	Control Cell 2 4 1 3 5 1 2 3			5 1 4 3 8 1 2			
R_eCJBoYEe8HsFN0F			Daily	College/Sor	\$50,000 - \$	Control Cell 5 4 1 3 2 2 1 3			5 8 4 6 2 1 2			
R_6KbsullA3TEZlhr			2-3 times a	College/Sor	\$75,000 - \$	Control Cell 5 2 4 1 3 2 1 3			4 7 8 6 2 2 1			
R_aVHNVeTc6OrDeCx			Daily	College/Sor	Under \$35,	Control Cell 2 3 5 4 1 1 2 3			8 1 6 7 3 2 1			
R_6V9OrqDiBWNRiXb			2-3 times a	Graduate	\$35,000 - \$	Control Cell 4 5 2 3 1 2 1 3			4 8 6 2 5 2 1			
R_9nVISMSUYlzQjvD			Daily	College/Sor	\$35,000 - \$	Control Cell 5 4 3 2 1 2 1 3			5 6 3 4 1 1 2			
R_0xsvEzIbbLhDEWx		None of the above		High schoo	\$75,000 - \$	Control Cell 2 5 4 3 1 2 1 3			7 3 6 4 1 2 1			
R_bloe8eG6cP4ydBb	Foursquare		Daily	Graduate	\$ Under \$35,	Control Cell 4 3 5 1 2 1 2 3			3 2 6 8 7 2 1			
R_eDJ2ceSODlhhrZb			Less than o	College/Sor	\$75,000 - \$	Control Cell 2 3 1 4 5 1 2 3			8 2 7 4 5 1 2			
R_6PhBIUjz1h26yAR		None of the above		College/Sor	\$50,000 - \$	Control Cell 3 2 5 4 1 2 1 3			4 6 2 5 1 1 2			
R_eD4CuatOel7TxfD			Once a wee	College/Sor	\$100,000 -	Control Cell 4 5 1 3 2 2 1 3			1 7 2 6 4 1 2			
R_74BunSNIKlQUVuH			Daily	College/Sor	Under \$35,	Control Cell 4 2 5 3 1 1 2 3			2 8 7 3 4 1 2			
R_1Sm69HUJI5ewQ0R				Graduate	\$100,000 -	Control Cell 3 1 5 4 2 2 1 3			8 7 6 3 1 2 1			
R_5vv95lsYEi1MA8R			2-3 times a	College/Sor	\$35,000 - \$	Control Cell 1 3 2 5 4 2 1 3			5 4 7 1 8 2 1			
R_4ZqeSbuP9Y1HDa5				Graduate	\$75,000 - \$	Control Cell 2 5 3 4 1 1 2 3			7 5 6 8 4 1 2			
R_erGZcxkMdNk8Gm9		None of the above	Daily	College/Sor	\$35,000 - \$	Control Cell 1 2 5 3 4 2 1 3			7 1 2 5 4 1 2			
R_cSzvl8VGOWOUuSID			None of the above	College/Sor	Under \$35,	Control Cell 2 1 4 3 5 1 2 3			5 4 1 6 3 1 2			
R_9EQfoZ0SzilOQuh				College/Sor	\$35,000 - \$	Control Cell 3 5 4 2 1 2 1 3			5 1 2 8 6 2 1			
R_eFAoSeCLOPUMheZ			None of the above	High schoo	Under \$35,	Control Cell 5 2 3 1 4 1 2 3			1 4 3 5 8 2 1			
R_d7rbYkaXXyljK6x			Daily	College/Sor	\$125,000 a	Control Cell 5 3 1 4 2 1 2 3			6 7 3 2 1 1 2			
										4 8 2 7 6 1 2		
										8 2 1 6 5 1 2		
										7 4 5 3 8 2 1		

## Control Cell

V1	V8	V9	V10	ftouch	id	gc	Q1	Q2	Q3	Q4	Q8	Q9_1	Q9_2
ResponseID	StartDate	EndDate	Finished	ftouch	id	gc	Thank / you What is you Which of th In the next Please look We would I We would I						
R_032VIK5Q6TACvbL	9/18/2012 15:54	9/18/2012 15:57		1	DPDM52M	EFF925VLG	1 Yes	Female	55 - 64		1	1	
R_3mHHkabTfopHCRv	9/18/2012 15:58	9/18/2012 16:00		1	DPDM537F	EFF925VLH	1 Yes	Female	25 - 34		1	1	
R_23vHKMJjjwkvxgp	9/18/2012 15:56	9/18/2012 16:00		1	DPDM535C	EFF925VLH	1 Yes	Female	55 - 64		1	1	
R_1YN6DcbGIx5L7db	9/18/2012 15:57	9/18/2012 16:01		1	DPDM537C	EFF925VLH	1 Yes	Female	45 - 54		1	1	
R_023zG7GbbBzdMIR	9/18/2012 16:00	9/18/2012 16:03		1	DPDM53BS	EFF925VLH	1 Yes	Male	25 - 34		1	1	
R_0ANjV2yr307tzMh	9/18/2012 16:01	9/18/2012 16:03		1	DPDM53CL	EFF925VLH	1 Yes	Male	25 - 34		1	1	
R_50UgGcizcOHWJlr	9/18/2012 16:01	9/18/2012 16:05		1	DPDM53CK	EFF925VLH	1 Yes	Male	55 - 64		1	1	
R_e507eFhyUeoLPwN	9/18/2012 16:04	9/18/2012 16:06		1	DPDM545I	EFF925VLH	1 Yes	Male	25 - 34		1	1	
R_6SxgakNZ6jE6GPj	9/18/2012 15:49	9/18/2012 16:08		1	DPDM52KF	EFF925VLG	1 Yes	Female	55 - 64		1	1	
R_9BTbwJhvQT3HnxP	9/18/2012 16:04	9/18/2012 16:11		1	DPDM54B2	EFF925VLH	1 Yes	Female	65 or older		1	1	
R_9SR8kr7LsACdx2d	9/18/2012 16:04	9/18/2012 16:12		1	DPDM54B2	EFF925VLH	1 Yes	Female	25 - 34		1	1	
R_6DR2QcbqW9yDfqR	9/18/2012 16:11	9/18/2012 16:13		1	DPDM56D1	EFF925VLJC	1 Yes	Male	35 - 44		1	1	
R_0uODsX9Kzp54lwX	9/18/2012 16:11	9/18/2012 16:13		1	DPDM56CF	EFF925VLJE	1 Yes	Female	45 - 54		1	1	
R_8k5Non4T94dlkSV	9/18/2012 16:13	9/18/2012 16:15		1	DPDM56JV	EFF925VLJF	1 Yes	Female	45 - 54		1	1	
R_55NC3byFykcOb4N	9/18/2012 16:13	9/18/2012 16:15		1	DPDM56CN	EFF925VLJS	1 Yes	Female	25 - 34		1	1	
R_ebx0t05gCG2xIIqp	9/18/2012 16:08	9/18/2012 16:17		1	DPDM563N	EFF925VLJ2	1 Yes	Male	18 - 24		1	1	Facebook
R_bBJWRFxxkVRqhAF	9/18/2012 16:16	9/18/2012 16:17		1	DPDM56S7	EFF925VLJF	1 Yes	Female	45 - 54		1	1	
R_9Y2e427SITsIGvr	9/18/2012 16:15	9/18/2012 16:17		1	DPDM56S6	EFF925VLJN	1 Yes	Female	45 - 54		1	1	
R_cGPGXXOLJ0kCMqF	9/18/2012 16:20	9/18/2012 16:24		1	DPDM58Gk	EFF925VLJS	1 Yes	Male	45 - 54		1	1	
R_3RiAFBebmgjmfdz	9/18/2012 16:18	9/18/2012 16:24		1	DPDM56K8	EFF925VLJF	1 Yes	Male	18 - 24		1	1	
R_1RAYRGffqWHDTVz	9/18/2012 16:23	9/18/2012 16:25		1	DPDM58L3	EFF925VLJN	1 Yes	Female	45 - 54		1	1	
R_0cdBObH7q5p0ovP	9/18/2012 16:26	9/18/2012 16:28		1	DPDM5DN1	EFF925VLK	1 Yes	Male	55 - 64		1	1	
R_cTpVa5LsWtSqqxL	9/18/2012 16:29	9/18/2012 16:32		1	DPDM5DY8	EFF925VLK	1 Yes	Female	25 - 34		1	1	
R_6WgoWKiaeGObgUJ	9/18/2012 16:31	9/18/2012 16:34		1	DPDM5FCV	EFF925VLK	1 Yes	Female	45 - 54		1	1	Facebook
R_8DrLv3Dm4goIPu5	9/18/2012 16:33	9/18/2012 16:34		1	DPDM5FPC	EFF925VLK	1 Yes	Female	25 - 34		1	1	
R_1ZAScV3WvIBIKe1	9/18/2012 16:33	9/18/2012 16:35		1	DPDM5FPC	EFF925VLK	1 Yes	Female	35 - 44		1	1	
R_0oZsjl2mEUBTItv	9/18/2012 16:35	9/18/2012 16:37		1	DPDM5FSC	EFF925VLK	1 Yes	Male	45 - 54		1	1	
R_6KIYAWj2rLdfXZr	9/18/2012 16:35	9/18/2012 16:37		1	DPDM5FSD	EFF925VLK	1 Yes	Female	35 - 44		1	1	Facebook
R_d5VbgDIJPhDLkj3	9/18/2012 16:36	9/18/2012 16:40		1	DPDM5FVV	EFF925VLK	1 Yes	Male	35 - 44		1	1	
R_eQB314M3L5lhq4Z	9/18/2012 16:41	9/18/2012 16:44		1	DPDM5G62	EFF925VLK	1 Yes	Female	55 - 64		1	1	
R_6KWmOUoBNIOAxCd	9/18/2012 16:43	9/18/2012 16:46		1	DPDM5GT6	EFF925VLK	1 Yes	Male	65 or older		1	1	
R_9Hm1zl0IPVnSqF	9/18/2012 16:44	9/18/2012 16:47		1	DPDM5H72	EFF925VLK	1 Yes	Male	25 - 34		1	1	
R_7Q9RtShRpvcVvLf	9/18/2012 16:44	9/18/2012 16:47		1	DPDM5H82	EFF925VLK	1 Yes	Male	55 - 64		1	1	
R_3JokB4MltXtAgbb	9/18/2012 16:47	9/18/2012 16:50		1	DPDM5HCJ	EFF925VLL	1 Yes	Male	65 or older		1	1	
R_eXvQhEYpmO49aBL	9/18/2012 16:48	9/18/2012 16:49		1	DPDM5HF1	EFF925VLL	1 Yes	Female	25 - 34		1	1	
R_elFEOHq5WhnMyjj	9/18/2012 16:51	9/18/2012 16:52		1	DPDM5HT6	EFF925VLL	1 Yes	Male	25 - 34		1	1	
R_23rMAoRWV3msIF7	9/18/2012 16:50	9/18/2012 16:52		1	DPDM5HLS	EFF925VLL	1 Yes	Female	55 - 64		1	1	
R_aahigpHIW7ubmLz	9/18/2012 16:58	9/18/2012 16:59		1	DPDM5JFD	EFF925VLL	1 Yes	Female	18 - 24		1	1	
R_d4jQbuYc80WM0IZ	9/18/2012 17:02	9/18/2012 17:03		1	DPDM5JVG	EFF925VLL	1 Yes	Male	18 - 24		1	1	
R_0i8wTVEolrsQ9Vj	9/18/2012 17:00	9/18/2012 17:05		1	DPDM5JV8	EFF925VLL	1 Yes	Female	65 or older		1	1	
R_4ISlbRfyf0jrjaR	9/18/2012 17:05	9/18/2012 17:07		1	DPDM5KG1	EFF925VLL	1 Yes	Female	35 - 44		1	1	
R_6nPdY6Ty2z1989	9/18/2012 17:05	9/18/2012 17:07		1	DPDM5KG5	EFF925VLL	1 Yes	Female	55 - 64		1	1	
R_bjwBQTPsqXSRxI1	9/18/2012 17:09	9/18/2012 17:11		1	DPDM5KH1	EFF925VLL	1 Yes	Male	55 - 64		1	1	
R_6uo05JvhSvLLIF	9/18/2012 17:12	9/18/2012 17:14		1	DPDM5KJT1	EFF925VLM	1 Yes	Male	55 - 64		1	1	
R_0JpAhYpO0Ae89UN	9/18/2012 17:11	9/18/2012 17:15		1	DPDM5KJS1	EFF925VLM	1 Yes	Female	25 - 34		1	1	

## Control Cell

V1	Q9_3	Q9_4	Q9_5	Q9_6	Q9_7	Q9_8	Q9_9	Q9_9_TEXT	Q9_10	Q10	Q11_1	Q11_2	Q11_3	Q11_4
R_032VIK5Q6TACvbL	We would I	When cons	On which, i	On which, i	On which, i									
R_3mHHkabTfopHCRv											None of the	I don't asso	Facebook	
R_23vHKMJjjwkvxgp											None of the	It remindec	Facebook	
R_1YN6DcbGIx5L7db											None of the	It's more a	Facebook	Google+
R_023zG7GbbBzdMIR											None of the	Never hear	Facebook	LinkedIn
R_0ANjV2yr307tzMh												It sounds lli	Facebook	Twitter
R_50UgGcizcOHWJlr											The name c	Facebook	LinkedIn	
R_e507eFhyUeoLPwN											None of the	did not recc	Facebook	
R_6SxgakNZ6jE6GPj											Because of	Facebook	LinkedIn	Google+
R_9BTbwJHvQT3HnxP											The paper s	Facebook		Twitter
R_9SR8kr7LsACdx2d											had to pick	Facebook		
R_6DR2QcbqW9yDfqR											times is the	Facebook		
R_0uODsX9Kzp54lwx											Informative news	factual events		
R_8k5Non4T94dlkSV											It seemed ir	Facebook		
R_55NC3byFykcOb4N											None of the	Didn't seem to	resemble as to conte	Google+
R_ebx0t05gCG2xI1qp											None of the	I have neve	Facebook	Google+
R_bBJWRFxkVRqhAF												It looks like	Facebook	
R_9Y2e427SITSIGvr											I thought it	Facebook		Google+
R_cGPGXXOLj0kCMqF											Because it h	Facebook		
R_3RiAFBebmgjmfdz											I thought that the	company timescapes	has something to dc	
R_1RAYRGffqWHDTVz											None of the	Never hear	Facebook	
R_0cdBObH7q5p0ovP											None of the	i dont know		
R_cTpVa5LsWtSqqxL												just a guess.		
R_6WgoWKiaeGObgUJ												Shared title	Facebook	Twitter
R_8DrLv3Dm4goiPu5												I saw some	Facebook	
R_1ZAScV3WvIBk1e1												It seems lik	Facebook	Twitter
R_0oZsji2mEUBTtv												That is just	Facebook	
R_6KIYAWj2rLdfXZr												None of the	never hear	Facebook
R_d5VbgDIJPhDLkj3												font looks l	Facebook	LinkedIn
R_eQB314M3L5lhq4Z												None of the	i have not seen it with any webpage.	Twitter
R_6KWmUOuBNIOAxCd												i follow the	Facebook	LinkedIn
R_9Hm1zl0IPVnSfF												None of the	Because I couldn't asso	LinkedIn
R_7Q9RtShRrpcVvLf												Seems mor	Facebook	
R_3JokB4MltXtAgbb												don't know	Facebook	
R_eXvQhEYpmO49aBL												not sure		
R_elFEOhq5WhnMyjj												None of the	never hear	Facebook
R_23rMAoRWV3mslF7												The name i	Facebook	LinkedIn
R_aahigpHIW7ubmLz												Different m	Facebook	
R_d4jQbuYc80WM0IZ												Because it h	Facebook	Google+
R_0i8wTVEolrsQ9Vj												None of the	sounds dur	Facebook
R_4ISlbRfyf0jrjaR												None of the	could be an	Facebook
R_6nfpdY6Ty2z1989												None of the	never hearc	Facebook
R_bjwBQTPsqXSRxl1												The word "	Facebook	
R_6uo05JVbhSvLLIF												It sounds like	something	New York Times would create.
R_0JpAhYpO0Ae89UN												None of the	never hearc	Facebook
												Both contai	Facebook	Google+

## Control Cell

V1	Q11_5	Q11_6	Q12	Q13	Q14	DO-BR-FL_t	DO-Q-Q11	DO-Q-Q1	DO-Q-Q6	DO-Q-Q9	DO-Q-Q2
ResponseID	On which, i On which, i Approximat	On which, i	Now, a few	Which of th	Display	Orc	Display	Orc	if any	of the follo	Display
R_032VIK5Q6TACvbL		Daily	College/Sor	\$100,000 -	Control Cell	5 4 1 3 2 1 2 3				6 8 7 3 5 1 2	
R_3mHHkabTfopHCRv		2-3 times a	College/Sor	\$75,000 - \$	Control Cell	4 1 5 3 2 1 2 3				8 1 3 5 7 1 2	
R_23vHKMJjjwkvxgp		Daily	College/Sor	\$75,000 - \$	Control Cell	1 3 4 5 2 2 1 3				2 1 8 7 6 2 1	
R_1YN6DcbGIx5L7db		Daily	College/Sor	\$50,000 - \$	Control Cell	3 2 4 1 5 2 1 3				8 1 7 4 2 2 1	
R_023zG7GbbBzdMIR		Daily	College/Sor	\$35,000 - \$	Control Cell	5 1 2 3 4 2 1 3				2 7 5 4 1 1 2	
R_0ANjV2yr307tzMh		2-3 times a	College/Sor	\$100,000 -	Control Cell	5 3 1 4 2 2 1 3				6 2 4 3 1 1 2	
R_50UgGcizcOHWJlr		2-3 times a	Graduate Sr	\$50,000 - \$	Control Cell	3 5 4 2 1 1 2 3				3 6 4 2 8 1 2	
R_e507eFhyUeoLPwN	Foursquare	Daily	Graduate Sr	\$35,000 - \$	Control Cell	4 3 2 5 1 1 2 3				6 2 3 7 1 2 1	
R_6SxgakNZ6jE6GPj		2-3 times a	High schoo	\$50,000 - \$	Control Cell	4 5 2 3 1 2 1 3				1 5 8 3 2 2 1	
R_9BTbwJhvQT3HnxP		2-3 times a	Graduate Sr	\$35,000 - \$	Control Cell	4 5 1 3 2 2 1 3				8 7 2 4 5 1 2	
R_9SR8kr7LsACdx2d		Daily	High schoo	Under \$35,	Control Cell	2 4 1 3 5 2 1 3				1 7 4 6 8 2 1	
R_6DR2QcbqW9yDfqR	None of the above		College/Sor	\$50,000 - \$	Control Cell	3 5 1 4 2 2 1 3				3 1 4 5 6 2 1	
R_0uODsX9Kzp54lwX		2-3 times a	Graduate Sr	\$50,000 - \$	Control Cell	2 4 1 5 3 1 2 3				8 1 6 5 3 1 2	
R_8k5Non4T94dlkSV			College/Sor	\$35,000 - \$	Control Cell	4 3 2 5 1 1 2 3				6 4 2 3 7 1 2	
R_55NC3byFykcOb4N		Daily	High schoo	Under \$35,	Control Cell	3 1 5 2 4 2 1 3				2 4 3 5 6 1 2	
R_ebx0t05gCG2xIIqp		Daily	College/Sor	\$35,000 - \$	Control Cell	3 2 1 5 4 1 2 3				6 5 1 7 3 1 2	
R_bBJWRFxkVRqhAF		Daily	College/Sor	Under \$35,	Control Cell	3 5 1 2 4 2 1 3				6 3 5 2 7 1 2	
R_9Y2e427SITSIGvr		Daily	College/Sor	\$35,000 - \$	Control Cell	4 3 5 1 2 1 2 3				3 6 5 2 4 2 1	
R_cGPGXXOLJ0kCMqF	with these	None of the above	High schoo	\$50,000 - \$	Control Cell	2 4 5 3 1 1 2 3				4 5 7 2 1 2 1	
R_3RiAFBebmgjmfdz		Daily	High schoo	Under \$35,	Control Cell	2 4 5 1 3 1 2 3				4 6 3 2 7 1 2	
R_1RAYRGffqWHDTVz	None of the above		High schoo	\$50,000 - \$	Control Cell	2 3 5 4 1 2 1 3				5 4 3 8 1 1 2	
R_0cdBObH7q5p0ovP	None of the above		High schoo	\$50,000 - \$	Control Cell	1 2 3 5 4 1 2 3				6 7 3 4 1 1 2	
R_cTpVa5LsWtSqqxL		2-3 times a	College/Sor	\$35,000 - \$	Control Cell	4 1 2 3 5 1 2 3				6 3 5 2 8 1 2	
R_6WgoWKiaeGObgUJ		Daily	High schoo	\$100,000 -	Control Cell	3 1 5 2 4 2 1 3				7 6 1 8 2 2 1	
R_8DrLv3Dm4goIPu5		Daily	College/Sor	\$35,000 - \$	Control Cell	1 3 4 2 5 2 1 3				5 2 7 3 1 1 2	
R_1ZASeV3WvIBIKe1		Daily	College/Sor	\$50,000 - \$	Control Cell	3 5 1 4 2 2 1 3				3 4 8 6 7 2 1	
R_0oZsji2mEUBTitv		Daily	College/Sor	Under \$35,	Control Cell	2 5 1 3 4 1 2 3				2 1 8 5 3 2 1	
R_6KIYAWj2rLdfXZr	Foursquare	Daily	Graduate Sr	Under \$35,	Control Cell	3 1 4 5 2 2 1 3				4 1 5 3 6 1 2	
R_d5VbgDIJPhDLkj3	None of the above		College/Sor	Under \$35,	Control Cell	3 2 4 5 1 1 2 3				7 3 5 6 2 1 2	
R_eQB314M3L5lhq4Z		Daily	Graduate Sr	\$50,000 - \$	Control Cell	5 4 2 3 1 1 2 3				7 4 6 2 1 2 1	
R_6KWmUOUbNI0AxCd			College/Sor	\$75,000 - \$	Control Cell	1 5 4 2 3 2 1 3				7 6 5 3 2 2 1	
R_9Hm1zlf0IPVnSqF		Daily	College/Sor	Under \$35,	Control Cell	2 4 3 5 1 2 1 3				7 5 3 8 6 1 2	
R_7Q9RtShRrpcVvLf		Daily	College/Sor	Under \$35,	Control Cell	4 5 3 1 2 2 1 3				5 4 6 2 1 1 2	
R_3JokB4MltXtAgbb	None of the above		Graduate Sr	\$100,000 -	Control Cell	2 1 5 3 4 2 1 3				4 8 2 3 7 1 2	
R_eXvQhEYpmO49aBL		Daily	Graduate Sr	\$125,000 a	Control Cell	3 2 4 5 1 1 2 3				5 4 2 6 1 1 2	
R_elFEOhq5WhnMyjj		Daily	Graduate Sr	\$75,000 - \$	Control Cell	4 1 5 3 2 2 1 3				4 5 6 1 7 2 1	
R_23rMAoRWV3msIF7		Daily	College/Sor	\$50,000 - \$	Control Cell	4 3 5 2 1 2 1 3				7 6 2 4 8 2 1	
R_aahigpHIW7ubmLz		Daily	College/Sor	Under \$35,	Control Cell	5 4 2 3 1 1 2 3				5 7 3 1 2 1 2	
R_d4jQbuYc80WM0IZ		2-3 times a	College/Sor	Under \$35,	Control Cell	2 3 4 1 5 1 2 3				1 8 3 5 6 2 1	
R_0i8wTVEolrsQ9Vj		Once a mor	College/Sor	\$35,000 - \$	Control Cell	3 1 2 5 4 2 1 3				2 1 7 3 5 2 1	
R_4ISlbRfyf0jrjaR		Daily	College/Sor	\$75,000 - \$	Control Cell	5 1 2 4 3 1 2 3				3 7 8 5 4 2 1	
R_6nfpdY6Ty2z1989		Less than o	College/Sor	\$100,000 -	Control Cell	1 5 4 2 3 2 1 3				8 1 6 3 5 1 2	
R_bjwBQTPsqXRxl1	None of the above		College/Sor	\$35,000 - \$	Control Cell	4 1 3 2 5 1 2 3				5 2 7 3 1 1 2	
R_6uo05JVbhSvLLIF		2-3 times a	College/Sor	\$75,000 - \$	Control Cell	2 5 3 4 1 1 2 3				6 5 8 2 3 1 2	
R_0JpAhYpO0Ae89UN		Daily	Graduate Sr	\$50,000 - \$	Control Cell	2 4 3 5 1 2 1 3				1 2 8 5 3 1 2	

## Control Cell

V1	V8	V9	V10	ftouch	id	gc	Q1	Q2	Q3	Q4	Q8	Q9_1	Q9_2
ResponseID	StartDate	EndDate	Finished	ftouch	id	gc	Thank / you What is you Which of th In the next Please look We would I We would I						
R_bI5q8dORezZ4iqx	9/18/2012 17:13	9/18/2012 17:16	1	DPDM5KL	EFF925VLN		1 Yes	Male	35 - 44	1	1		
R_5dzdzcQRhPUR9Up	9/18/2012 17:14	9/18/2012 17:19	1	DPDM5KN	EFF925VLN		1 Yes	Male	65 or older	1	1		
R_eVfp1B5Zgg7SN8h	9/18/2012 17:18	9/18/2012 17:20	1	DPDM5L3R	EFF925VLN		1 Yes	Male	65 or older	1	1		
R_8cZ1iTOLoJ6KtoN	9/18/2012 17:21	9/18/2012 17:23	1	DPDM5LSN	EFF925VLN		1 Yes	Female	35 - 44	1	1		
R_eM7doT6iguY1Upv	9/18/2012 17:22	9/18/2012 17:23	1	DPDM5LW	EFF925VLN		1 Yes	Male	45 - 54	1	1		
R_e38QmDNvDJEnero	9/18/2012 17:23	9/18/2012 17:24	1	DPDM5KZ2	EFF925VLN		1 Yes	Male	25 - 34	1	1		
R_79uR3VqzXeOGSIR	9/18/2012 17:24	9/18/2012 17:27	1	DPDM5LZ6	EFF925VLN		1 Yes	Female	55 - 64	1	1		
R_6RMDTUe8v2q2i6V	9/18/2012 17:25	9/18/2012 17:28	1	DPDM5LZN	EFF925VLN		1 Yes	Female	45 - 54	1	1		
R_eVgA9DvxAUo1Xal	9/18/2012 17:28	9/18/2012 17:29	1	DPDM5MB	EFF925VLN		1 Yes	Male	18 - 24	1	1		
R_6QKDAg1ISxsIZOR	9/18/2012 17:31	9/18/2012 17:33	1	DPDM5MF	EFF925VLN		1 Yes	Male	55 - 64	1	1		
R_2IT8B56Gw3wJ7nv	9/18/2012 17:31	9/18/2012 17:35	1	DPDM5MF	EFF925VLN		1 Yes	Female	55 - 64	1	1		
R_77mCVjqyxlc3Tw1	9/18/2012 17:34	9/18/2012 17:38	1	DPDM5MK	EFF925VLN		1 Yes	Male	18 - 24	1	1		
R_9zv4AOOLno6D4LH	9/18/2012 17:38	9/18/2012 17:39	1	DPDM5MN	EFF925VLN		1 Yes	Female	35 - 44	1	1		
R_ekujXrit6RYDA2h	9/18/2012 17:33	9/18/2012 17:39	1	DPDM5MJF	EFF925VLN		1 Yes	Male	55 - 64	1	1		
R_2nRTKPrqe5Cj1S1	9/18/2012 17:38	9/18/2012 17:40	1	DPDM5MN	EFF925VLN		1 Yes	Female	35 - 44	1	1	Facebook	
R_8Iz2jYKhNWA3Xgh	9/18/2012 17:41	9/18/2012 17:44	1	DPDM5MP	EFF925VLN		1 Yes	Male	65 or older	1	1		
R_8GRELnCyiGogiWB	9/18/2012 17:41	9/18/2012 17:47	1	DPDM5HLS	EFF925VLL		1 Yes	Female	35 - 44	1	1		
R_9AIMRjfcqN43s1	9/18/2012 17:47	9/18/2012 17:49	1	DPDM5MP	EFF925VLN		1 Yes	Male	55 - 64	1	1		
R_9NqWFfZmQ2o43Vb	9/18/2012 17:49	9/18/2012 17:53	1	DPDM5MV	EFF925VLN		1 Yes	Female	45 - 54	1	1		
R_4OspNhh9zhFudRX	9/18/2012 17:49	9/18/2012 17:54	1	DPDM5MY	EFF925VLN		1 Yes	Female	55 - 64	1	1		
R_4UZg95P7x3b69oN	9/18/2012 17:55	9/18/2012 17:56	1	DPDM5NN	EFF925VLP		1 Yes	Male	35 - 44	1	1		
R_5aoC8C2Z3ripW7P	9/18/2012 17:52	9/18/2012 17:55	1	DPDM5N3I	EFF925VLP		1 Yes	Female	25 - 34	1	1	Facebook	
R_9NWnIEN9WealPjr	9/18/2012 17:55	9/18/2012 17:57	1	DPDM5NN	EFF925VLP		1 Yes	Female	45 - 54	1	1		
R_b44kNg3o88zsjXv	9/18/2012 17:53	9/18/2012 17:57	1	DPDM5NN	EFF925VLP		1 Yes	Male	55 - 64	1	1	LinkedIn	
R_cFUHu4CUIA28fe5	9/18/2012 17:55	9/18/2012 18:00	1	DPDM5NP2	EFF925VLP		1 Yes	Male	55 - 64	1	1		
R_4UQnzvQvRgVON7	9/18/2012 17:59	9/18/2012 18:01	1	DPDM5NQ	EFF925VLP		1 Yes	Female	55 - 64	1	1		
R_cOtohBaWk2ocvl1	9/18/2012 18:02	9/18/2012 18:03	1	DPDM5NR0	EFF925VLP		1 Yes	Male	45 - 54	1	1		
R_1AK3Hmv3eyutPal	9/18/2012 18:00	9/18/2012 18:05	1	DPDM5NQ	EFF925VLP		1 Yes	Male	35 - 44	1	1		
R_02i80OKamgmtRC5	9/18/2012 18:04	9/18/2012 18:06	1	DPDM5NS1	EFF925VLP		1 Yes	Male	55 - 64	1	1		
R_6IIJLDlvmtRst7f	9/18/2012 18:03	9/18/2012 18:06	1	DPDM5NS1	EFF925VLP		1 Yes	Female	45 - 54	1	1		
R_8GNBIBcEhabtM21	9/18/2012 18:07	9/18/2012 18:11	1	DPDM5Q2F	EFF925VLP		1 Yes	Female	45 - 54	1	1		
R_6LK1Ms2iutRcpV3	9/18/2012 18:11	9/18/2012 18:15	1	DPDM5QQ	EFF925VLP		1 Yes	Female	65 or older	1	1		
R_eYe5HPrK5twb5f7	9/18/2012 18:15	9/18/2012 18:16	1	DPDM5QV1	EFF925VLO		1 Yes	Male	55 - 64	1	1		
R_8cPNeO5HWCREeep	9/18/2012 18:17	9/18/2012 18:19	1	DPDM5QW	EFF925VLO		1 Yes	Male	65 or older	1	1		
R_5t048wrbxPFouTb	9/18/2012 18:18	9/18/2012 18:20	1	DPDM5QW	EFF925VLO		1 Yes	Male	18 - 24	1	1		
R_2lvAYEHkmndygTP	9/18/2012 18:18	9/18/2012 18:21	1	DPDM5QW	EFF925VLO		1 Yes	Male	65 or older	1	1		
R_7VborakQGZ4ZdeR	9/18/2012 18:20	9/18/2012 18:21	1	DPDM5R65	EFF925VLO		1 Yes	Female	55 - 64	1	1		
R_6nhaL8bunzAe2nX	9/18/2012 18:24	9/18/2012 18:25	1	DPDM5R8Y	EFF925VLO		1 Yes	Female	55 - 64	1	1	Facebook	
R_5mR3qbOApxRkfb	9/18/2012 18:25	9/18/2012 18:26	1	DPDM5R9C	EFF925VLO		1 Yes	Male	55 - 64	1	1		
R_eWJGWlhKGokXK9T	9/18/2012 18:25	9/18/2012 18:29	1	DPDM5R9C	EFF925VLO		1 Yes	Female	65 or older	1	1		
R_eeUMECLoxgJltk5	9/18/2012 18:26	9/18/2012 18:29	1	DPDM5RDF	EFF925VLO		1 Yes	Female	45 - 54	1	1		
R_20v5Z58ZfsvaF7	9/18/2012 18:26	9/18/2012 18:30	1	DPDM5RCF	EFF925VLO		1 Yes	Female	55 - 64	1	1		
R_6RkvJY4zb0kjFhf	9/18/2012 18:32	9/18/2012 18:35	1	DPDM5RK6	EFF925VLR		1 Yes	Female	45 - 54	1	1		
R_1XnQql4uQ9291aNa	9/18/2012 18:34	9/18/2012 18:36	1	DPDM5RM	EFF925VLR		1 Yes	Female	55 - 64	1	1		
R_88uZCl3tAHA4k1T	9/18/2012 18:33	9/18/2012 18:36	1	DPDM5RLB	EFF925VLR		1 Yes	Male	35 - 44	1	1		

## Control Cell

V1	Q9_3	Q9_4	Q9_5	Q9_6	Q9_7	Q9_8	Q9_9	Q9_9_TEXT	Q9_10	Q10	Q11_1	Q11_2	Q11_3	Q11_4
R_bI5q8dORezz4iqx	We would I	We would I	We would I	We would I	We would I	We would I	We would I	We would I	We would I	When cons	On which, i	On which, i	On which, i	On which, i
R_5dzdzcQRhPUR9Up							The New York Times				Sounds like Facebook			
R_eVFp1B5Zgg7SN8h							The New York Times				None of the Sounds more like scienc	LinkedIn		
R_8cZ1iTOL0j6KtoN										Time is in the title, it is registered trademark, think they hav				
R_eM7doT6iguY1Upv										None of the I didn't see any reference to the companies listed				
R_e38QmDNvDJEnero9f										None of the never hearc	Facebook	LinkedIn	Google+	Twitter
R_79uR3VqzXeOGSIR										None of the I don't see :	Facebook	LinkedIn	Google+	Twitter
R_6RMDTUe8v2q2i6V										None of the I am not aware that the name timescapes is associated with				
R_eVgA9DvxAUO1Xal	Google+					YouTube				None of the I was intere	Facebook			
R_6QKDAg1ISxsIZOR										I love watching	videos on youtube			
R_2IT8B56Gw3wj7nv										None of the I don't remi	Facebook		Google+	
R_77mCVjqyxlc3Tw1										None of the it is a movie				
R_9zv4AOOLno6D4LH										None of the I don't know	Facebook	LinkedIn		Twitter
R_ekujXrit6RYDA2h	Google+	CNN		YouTube						None of the none	Facebook			
R_2nRTKPrqe5Cjis1										CNN - Best news sorce.		Google-	G Google+	
R_8Iz2jYKhnWA3Xgh										saw the name on page				
R_8GRELnCyiGogiWB		CNN	The New York Times							na	Facebook			
R_9AIMRjcfcqN43s1			The New York Times							historical stories, news, current/past events, glapses of time				
R_9NqWffZmQ2o43Vb										It seems lik	Facebook	LinkedIn		
R_4OspNhh9zhFudRX	Google+	CNN		YouTube						None of the Hav nvr sn	Facebook	LinkedIn		
R_4UZg95P7x3b69oN										Anything of interest is d	LinkedIn		Google+	
R_5aoC8C2Z3ripW7P	Google+		The New York Times							None of the no reason	Facebook			
R_9NWnIEN9WealPjr										Facebook a	Facebook	LinkedIn	Google+	
R_b44kNg3o88zsjXv	Google+			YouTube						None of the None of the	Facebook	LinkedIn		
R_cFUHu4CUIA28fe5										All 3 of thes	Facebook			
R_4UQnznvQvRgVON7										None of the Nevbefore now.er heard	of timescapes			
R_cOtohBaWk2ocvl1										None of the Because I don't know				
R_1AK3Hmv3eyutPal										None of the Never hear	Facebook			
R_02i80OKamgmtRC5										Other (plea Yahoo.com news	Because the	Facebook		
R_6IIJLDlvmtRst7f										None of the I have never seen it or t	LinkedIn			
R_8GNB1bcEhabtM21			The New York Times							None of the I've never t	Facebook		Twitter	
R_6LK1Ms2iutRcpV3			The New York Times							The name. /	LinkedIn		Google+	
R_eYe5HPrK5twb5f7										Seems like : Facebook				
R_8cPNNeO5HWCREeep				The New York Times						None of the O	Facebook			
R_5t048wrbxPFouTb										complete paper				
R_2lVAYEHkmdnygTP										None of the I have neve	Facebook		Google+	
R_7VborakQGZ4ZdeR										Because it s	Facebook	LinkedIn		Twitter
R_6nhaL8bunzAe2nX										Times in th	Facebook	LinkedIn	Google+	
R_5mR3qbOApRxRkfb										saw the wo	Facebook			
R_eWJGWlhKGokXK9T										None of the dosent mean anything to me				
R_eeUMECLoxgJltk5		CNN	The New York Times							only becau:	Facebook			
R_20v5Z58ZFlsvaF7			The New York Times							The site looked like stories found in the variety, movie, lifest				
R_6RkvJY4zb0kjFhf										None of the Saw twitter and facebook but didn't	Google+			
R_1XnQql4uQ9291aN		CNN								Other (plea PBS OR History channel a historical	Facebook	LinkedIn		
R_88uZCl3tAHA4k1T										newsy	Facebook	LinkedIn		
										None of the didn't seem	Facebook	LinkedIn		

## Control Cell

V1	Q11_5	Q11_6	Q12	Q13	Q14	DO-BR-FL_t	DO-Q-Q11	DO-Q-Q1	DO-Q-Q6	DO-Q-Q9	DO-Q-Q2
ResponseID	On which, i On which, i Approximat					Now, a few	Which of th	Display Orc	Display Ord	if any	of the follo
R_bI5q8dORezZ4iqx			Daily			High schoo	Under \$35,	Control Cell 2 3 4 1 5 1 2 3		5 3 7 1 2 1 2	
R_5dzdzcQRhPUR9Up						Graduate Sr	\$50,000 - \$	Control Cell 2 4 3 1 5 2 1 3		7 2 5 6 3 1 2	
R_eVfp1B5Zgg7SN8h	> a Sunday s	None of the above				College/Sor	\$50,000 - \$	Control Cell 4 1 5 3 2 1 2 3		7 3 4 6 5 2 1	
R_8cZ1iTOLoJ6KtoN		None of the above				Graduate Sr	\$35,000 - \$	Control Cell 1 4 5 2 3 1 2 3		8 2 3 5 7 1 2	
R_eM7doT6iguY1Upv			Daily			College/Sor	\$50,000 - \$	Control Cell 5 2 1 4 3 1 2 3		6 4 3 2 8 2 1	
R_e38QmDNvDJEnero	Foursquare		Daily			College/Sor	\$100,000 -	Control Cell 5 3 2 4 1 1 2 3		2 3 5 1 7 1 2	
R_79uR3VqzXeOGSIR	any compar	None of the above				Graduate Sr	\$75,000 - \$	Control Cell 5 1 2 3 4 2 1 3		2 7 6 1 4 2 1	
R_6RMDTUe8v2q2i6V			2-3 times a			College/Sor	\$50,000 - \$	Control Cell 2 5 1 3 4 2 1 3		2 1 5 8 6 1 2	
R_eVgA9DvxAUo1Xal		None of the above				College/Sor	Under \$35,	Control Cell 4 3 2 1 5 2 1 3		5 8 4 3 6 1 2	
R_6QKDAg1ISxsIZOR			Daily			Graduate Sr	\$75,000 - \$	Control Cell 4 2 5 1 3 1 2 3		8 5 1 2 7 1 2	
R_2IT8B56Gw3wJ7nv		None of the above				Graduate Sr	\$75,000 - \$	Control Cell 5 4 1 2 3 2 1 3		7 6 5 4 8 1 2	
R_77mCVjqyxlc3Tw1			Daily			College/Sor	\$50,000 - \$	Control Cell 5 4 3 1 2 1 2 3		2 4 6 1 3 1 2	
R_9zv4AOOLno6D4LH			2-3 times a			College/Sor	\$50,000 - \$	Control Cell 1 2 5 4 3 1 2 3		3 5 6 7 2 1 2	
R_ekujXrit6RYDA2h						High schoo	\$35,000 - \$	Control Cell 5 2 4 3 1 2 1 3		6 5 2 1 3 1 2	
R_2nRTKPrqe5CjS1		None of the above				Graduate Sr	\$75,000 - \$	Control Cell 2 3 1 5 4 1 2 3		5 3 2 4 7 2 1	
R_8Iz2jYKhnWA3Xgh			Daily			High schoo	\$50,000 - \$	Control Cell 2 1 4 3 5 2 1 3		3 6 8 5 7 1 2	
R_8GRELnCyiGogiWB		None of the above				College/Sor	\$35,000 - \$	Control Cell 5 2 4 1 3 2 1 3		8 5 2 7 4 1 2	
R_9AIMRjfcqN43s1			Daily			College/Sor	\$75,000 - \$	Control Cell 3 2 1 5 4 1 2 3		3 8 2 5 7 2 1	
R_9NqWFFZmQ2o43Vb			Daily			College/Sor	Under \$35,	Control Cell 1 3 2 5 4 2 1 3		6 8 2 1 5 2 1	
R_4OspNhh9zhFudRX						College/Sor	\$125,000 a	Control Cell 1 2 4 5 3 2 1 3		3 2 6 1 7 2 1	
R_4UZg95P7x3b69oN			Daily			College/Sor	\$35,000 - \$	Control Cell 1 5 3 2 4 2 1 3		6 7 4 1 8 2 1	
R_5aoC8C2Z3ripW7P			Daily			Graduate Sr	\$35,000 - \$	Control Cell 4 3 5 1 2 2 1 3		2 5 4 1 8 1 2	
R_9NWnIEN9WealPjr			Daily			Graduate Sr	\$75,000 - \$	Control Cell 2 5 3 4 1 2 1 3		7 8 6 1 5 2 1	
R_b44kNg3o88zsjXv			2-3 times a			Graduate Sr	\$125,000 a	Control Cell 5 4 2 1 3 2 1 3		6 2 7 4 3 2 1	
R_cFUHu4CUIA28fe5		None of the above				College/Sor	\$125,000 a	Control Cell 4 2 3 1 5 1 2 3		7 8 6 1 5 2 1	
R_4UQnznvQvRgVON7		None of the above				Graduate Sr	\$100,000 -	Control Cell 5 3 1 2 4 1 2 3		8 1 7 3 5 2 1	
R_cOtohBaWk2ocvl1			Daily			College/Sor	\$35,000 - \$	Control Cell 5 2 3 1 4 2 1 3		8 3 6 7 5 2 1	
R_1AK3Hmv3eyutPal						2-3 times a	Graduate Sr	\$100,000 - Control Cell 2 4 3 1 5 2 1 3		1 2 4 7 5 2 1	
R_02I80OKamgmtRC5								College/Sor \$125,000 a Control Cell 1 5 3 4 2 2 1 3		5 7 2 8 1 1 2	
R_6IIJLDlvmtRst7f			Daily					College/Sor \$75,000 - \$ Control Cell 1 3 2 4 5 1 2 3		4 5 2 1 3 2 1	
R_8GNBIBcEhabtM21								College/Sor \$75,000 - \$ Control Cell 5 4 3 1 2 2 1 3		6 2 1 4 5 2 1	
R_6LK1Ms2iutRcpV3			2-3 times a					College/Sor \$35,000 - \$ Control Cell 2 5 4 1 3 1 2 3		7 8 2 5 3 2 1	
R_eYe5HPrK5twb5f7						Once a wee	College/Sor \$125,000 a	Control Cell 3 1 4 5 2 1 2 3		7 2 8 6 3 2 1	
R_8cPNeO5HWCREep		None of the above						College/Sor Under \$35, Control Cell 2 3 1 4 5 1 2 3		4 6 5 2 3 1 2	
R_5t048wrbxFFouTb			Daily					College/Sor \$50,000 - \$ Control Cell 1 5 3 2 4 2 1 3		4 5 8 7 1 1 2	
R_2IVAYEHkmdnygTP			Daily					Graduate Sr \$50,000 - \$ Control Cell 2 5 1 3 4 2 1 3		2 1 5 6 3 1 2	
R_7VborakQGZ4ZdeR	Foursquare		Daily					Graduate Sr \$100,000 - Control Cell 5 4 1 2 3 1 2 3		2 7 6 1 8 2 1	
R_6nhaL8bunzAe2nX			Daily					College/Sor \$75,000 - \$ Control Cell 5 4 3 1 2 2 1 3		1 2 6 3 5 1 2	
R_5mR3qbOApRxRkfB		None of the above						College/Sor \$75,000 - \$ Control Cell 5 2 3 4 1 2 1 3		8 5 1 6 2 1 2	
R_eWJGWlhKGokXK9T						Once a mor	College/Sor \$75,000 - \$ Control Cell 4 5 2 1 3 2 1 3		7 6 8 1 5 2 1		
R_eeUMECLoxgJltK5	yle sections	None of the above						Graduate Sr \$125,000 a Control Cell 1 5 2 4 3 2 1 3		8 5 7 6 3 2 1	
R_20v5Z58ZFIsvaF7								College/Sor \$35,000 - \$ Control Cell 3 1 5 4 2 2 1 3		4 1 3 6 8 1 2	
R_6RkvJY4zb0kjFHf			Less than o					College/Sor \$50,000 - \$ Control Cell 2 3 4 1 5 2 1 3		5 8 1 4 7 2 1	
R_1XnQql4uQ9291aN			Daily					High schoo \$50,000 - \$ Control Cell 5 2 3 1 4 2 1 3		4 2 8 1 7 1 2	
R_88uZCl3tAHA4k1T	Foursquare		Daily					College/Sor \$75,000 - \$ Control Cell 2 1 5 3 4 2 1 3		7 5 1 4 6 1 2	

## Control Cell

V1	V8	V9	V10	ftouch	id	gc	Q1	Q2	Q3	Q4	Q8	Q9_1	Q9_2
ResponseID	StartDate	EndDate	Finished	ftouch	id	gc	Thank / you What is you Which of th In the next Please look We would I We would I						
R_6KDf33IuyTMxIX	9/18/2012 18:36	9/18/2012 18:39		1	DPDM5S58	EFF925VLR	1 Yes	Female	35 - 44	1	1		
R_bw1DM4K2z41qn4N	9/18/2012 18:38	9/18/2012 18:40		1	DPDM5SDC	EFF925VLR	1 Yes	Female	45 - 54	1	1		
R_a4do3gsh4ISwbtP	9/18/2012 18:36	9/18/2012 18:41		1	DPDM5SBK	EFF925VLR	1 Yes	Male	65 or older	1	1		
R_OoeyReE8IYFLOqp	9/18/2012 18:39	9/18/2012 18:42		1	DPDM5SDY	EFF925VLR	1 Yes	Female	55 - 64	1	1		
R_780GzjjfCGEBMpv	9/18/2012 18:42	9/18/2012 18:44		1	DPDM5SVF	EFF925VLR	1 Yes	Male	65 or older	1	1		
R_eldhBqBy7v2CUm1	9/18/2012 18:41	9/18/2012 18:44		1	DPDM5STB	EFF925VLR	1 Yes	Male	65 or older	1	1		
R_ekXvzXGjOIdfLyR	9/18/2012 18:44	9/18/2012 18:45		1	DPDM5SX6	EFF925VLR	1 Yes	Male	35 - 44	1	1		
R_5doeCzrWH2jkUBv	9/18/2012 18:45	9/18/2012 18:46		1	DPDM5SVN	EFF925VLR	1 Yes	Male	35 - 44	1	1		
R_eqEHYGrPh50boZn	9/18/2012 18:47	9/18/2012 18:48		1	DPDM5T8JI	EFF925VLS	1 Yes	Male	35 - 44	1	1		
R_bgzJ3pBo9dBpsPj	9/18/2012 18:46	9/18/2012 18:49		1	DPDM5T32	EFF925VLR	1 Yes	Female	65 or older	1	1		
R_7Wm7npHZRRD1HAp	9/18/2012 18:48	9/18/2012 18:50		1	DPDM5TB8	EFF925VLS	1 Yes	Male	65 or older	1	1		
R_b3Cl0lZSzxtOs1T	9/18/2012 18:47	9/18/2012 18:51		1	DPDM5RHF	EFF925VLQ	1 Yes	Female	35 - 44	1	1		
R_ahretBVelz5CR5X	9/18/2012 18:50	9/18/2012 18:54		1	DPDM5TBK	EFF925VLS	1 Yes	Male	45 - 54	1	1		
R_beEf2zVE5SWLxk1	9/18/2012 18:52	9/18/2012 18:56		1	DPDM5TD7	EFF925VLS	1 Yes	Male	65 or older	1	1		
R_50H6WsFtKCn4Zal	9/18/2012 18:59	9/18/2012 19:01		1	DPDM5TX4	EFF925VLS	1 Yes	Female	45 - 54	1	1		
R_3De3MqXeNxbjLW5	9/18/2012 19:04	9/18/2012 19:07		1	DPDM5VQI	EFF925VLS	1 Yes	Male	45 - 54	1	1		
R_0vNMNyJxxluSU8Kx	9/18/2012 19:06	9/18/2012 19:08		1	DPDM5VR	EFF925VLS	1 Yes	Female	55 - 64	1	1		
R_3kjMbCkntFcsg9n	9/18/2012 19:12	9/18/2012 19:15		1	DPDM5VF	EFF925VLT	1 Yes	Male	45 - 54	1	1		
R_56gqBnjQ45zHa6N	9/18/2012 19:18	9/18/2012 19:20		1	DPDM5W6	EFF925VLT	1 Yes	Male	45 - 54	1	1		
R_6G6uxzL6omboFxP	9/18/2012 19:20	9/18/2012 19:23		1	DPDM5X5C	EFF925VLT	1 Yes	Female	45 - 54	1	1		
R_7PyW8aLF2rBELaJ	9/18/2012 19:20	9/18/2012 19:24		1	DPDM5XW	EFF925VLT	1 Yes	Female	45 - 54	1	1		
R_cOPmfhr8QxAX1rL	9/18/2012 19:25	9/18/2012 19:26		1	DPDM5Z4P	EFF925VLT	1 Yes	Female	35 - 44	1	1		
R_eb1fLiciDXwBceV	9/18/2012 19:25	9/18/2012 19:28		1	DPDM5ZFY	EFF925VLT	1 Yes	Female	45 - 54	1	1		
R_cB9WLcqJmOQJmcJ	9/18/2012 19:28	9/18/2012 19:30		1	DPDM5ZH7	EFF925VLT	1 Yes	Male	55 - 64	1	1		
R_3EIkdCIMfhYbnnf	9/18/2012 19:29	9/18/2012 19:31		1	DPDM5ZHc	EFF925VLT	1 Yes	Male	25 - 34	1	1		
R_eJKq9aguwxY19WZ	9/18/2012 19:34	9/18/2012 19:37		1	DPDM5ZJ5I	EFF925VLT	1 Yes	Male	35 - 44	1	1		
R_6KebgZ5PdrUsU0B	9/18/2012 19:35	9/18/2012 19:38		1	DPDM5ZJ9	EFF925VLT	1 Yes	Male	65 or older	1	1		
R_4ZXrTad5CoXApp3	9/18/2012 19:39	9/18/2012 19:41		1	DPDM5ZJP	EFF925VLT	1 Yes	Male	55 - 64	1	1		
R_bw8kQvGlynjVbo1	9/18/2012 19:42	9/18/2012 19:43		1	DPDM5ZK4	EFF925VLV	1 Yes	Female	45 - 54	1	1		
R_0kNUDRibU6xVHX7	9/18/2012 19:42	9/18/2012 19:45		1	DPDM5ZK5	EFF925VLV	1 Yes	Male	55 - 64	1	1		
R_5gsw9VNrZzBcVbD	9/18/2012 19:44	9/18/2012 19:46		1	DPDM5ZKF	EFF925VLV	1 Yes	Female	45 - 54	1	1	Facebook	
R_8faFDokfWIYRoDr	9/18/2012 19:45	9/18/2012 19:47		1	DPDM5ZKK	EFF925VLV	1 Yes	Male	25 - 34	1	1		
R_9uzpp19fn78r4Nf	9/18/2012 19:46	9/18/2012 19:48		1	DPDM5ZKN	EFF925VLV	1 Yes	Female	65 or older	1	1		
R_3HJUcYCsoFhPO3H	9/18/2012 19:40	9/18/2012 19:49		1	DPDM5ZQJ	EFF925VLV	1 Yes	Male	55 - 64	1	1		
R_dnTx9FJizSh0Qtv	9/18/2012 19:42	9/18/2012 19:53		1	DPDM5ZK7	EFF925VLV	1 Yes	Male	55 - 64	1	1		
R_8i7TZKBF39ZKMkt	9/18/2012 19:53	9/18/2012 19:55		1	DPDM5ZLH	EFF925VLV	1 Yes	Male	45 - 54	1	1		
R_b8fzEBNFgxN0dyB	9/18/2012 19:55	9/18/2012 19:58		1	DPDM5ZLP	EFF925VLV	1 Yes	Male	55 - 64	1	1		
R_eEBExrMKLJf7et	9/18/2012 19:55	9/18/2012 20:01		1	DPDM5ZLC	EFF925VLV	1 Yes	Female	35 - 44	1	1		
R_0vSkX4fjlsLeqBD	9/18/2012 20:00	9/18/2012 20:04		1	DPDM5ZM	EFF925VLV	1 Yes	Female	55 - 64	1	1		
R_cFULmCUEJltXzEN	9/18/2012 20:02	9/18/2012 20:06		1	DPDM5ZMI	EFF925VLV	1 Yes	Male	35 - 44	1	1		
R_b7TCojCPYSy02Wh	9/18/2012 20:06	9/18/2012 20:08		1	DPDM5ZR4	EFF925VLV	1 Yes	Female	25 - 34	1	1		
R_70226cZ6dOOLmRL	9/18/2012 19:56	9/18/2012 20:11		1	DPDM5ZLV	EFF925VLV	1 Yes	Female	45 - 54	1	1		
R_efazJOMpUwnMjGt	9/18/2012 20:04	9/18/2012 20:12		1	DPDM5ZQF	EFF925VLV	1 Yes	Female	65 or older	1	1		
R_2begAGpJ9NEimgZ	9/18/2012 20:11	9/18/2012 20:14		1	DPDM5ZR	EFF925VLV	1 Yes	Female	45 - 54	1	1		
R_b1JBICXEgO9E97v	9/18/2012 20:16	9/18/2012 20:19		1	DPDM5ZY6	EFF925VLV	1 Yes	Female	25 - 34	1	1		

## Control Cell

V1	Q9_3	Q9_4	Q9_5	Q9_6	Q9_7	Q9_8	Q9_9	Q9_9_TEXT	Q9_10	Q10	Q11_1	Q11_2	Q11_3	Q11_4
R_6KDf33IuyTMxIX	We would I	When cons	On which, i	On which, i	On which, i									
R_bw1DM4K2z41qn4N											None of the	I haven't he	Facebook	
R_a4do3gsh4iSwbtP											None of the	I know of n	Facebook	LinkedIn
R_OoeyReE8IYFLOqp											None of the first time	i have seen it.		
R_780GzjjfCGEBMpv											just the me	Facebook		
R_eldhBqBy7v2CUm1											None of the don't understand question			
R_ekXvzXGjOIdfLyR											None of the I've never h	Facebook		
R_5doeCZrWH2jkUBv											None of the 0	LinkedIn		
R_eqEHYGrPh50boZn											None of the i dont know	Facebook	LinkedIn	Twitter
R_bgzJ3pBo9dBpsPj											Seems best related.	LinkedIn	Google+	Twitter
R_7Wm7npHZRRD1HAp											None of the I don't reca	Facebook		
R_b3Cl0lZSzxtOs1T											None of the becaus	I am not familiar with that name		
R_ahretBVeIz5CR5X											None of the it seems	it would go better with a name like "years gone by		
R_beEf2zVE5SWLxk1											it looks like	Facebook		
R_50H6WsFtKCn4Zal											None of the They all seem	present tense. I would consider this Historica		
R_3De3MqXeNxbjLW5											None of the I don't kno	Facebook		
R_0vNMMyJxxluSU8Kx											None of the While I saw	logos for Facebook and Twitter on the webpage		
R_3kjMbCkntFcsg9n											None of the I haven't he	Facebook		
R_56gqBnjQ45zHa6N											I have no idea who	I associate this name with		
R_6G6uxzL6omboFxP											best match of choices plus only true media and history of ct			
R_7PyW8aLF2rBELaJ											just cause			
R_cOPmfhr8QxAX1rL											None of the Not familiar	Facebook		
R_eb1fLciDXwBceV											times	Facebook		
R_cB9WLcqJmOQJmcJ											it has the w	Facebook	LinkedIn	
R_3EIKdCIMfhYbnnf											None of the never hear	Facebook		
R_eJKq9aguwxY19WZ											None of the maybe four	Facebook		
R_6KebgZ5PdrUsU0B											None of the not sure	LinkedIn		
R_4ZXrTad5CoXApp3											The name s	Facebook	Google+	Twitter
R_bw8kQvGlynjVbo1											None of the didn't see them adverti	LinkedIn		
R_0kNUDR1bU6xVHX7											None of the I never hea	Facebook		
R_5gsw9VNrZzBcVbD											None of the Did not assi	Facebook	LinkedIn	
R_8faFDofkWIYRoDr											Because th	Facebook		
R_9uzpp19fn78r4Nf											seems informational an	LinkedIn		
R_3HJUcYCsoFhPO3H											it seems lik	Facebook		
R_dnTx9FJizSh0Qtv											None of the never hear	Facebook		
R_8i7TZKBF39ZKMkt											LOOKED LI	Facebook	LinkedIn	
R_b8fzEBNFgxN0dyB											higher level information is provided			
R_eEBExrMKLJf7et											Appearance	Facebook		
R_0vSkX4fjlsLeqBD											None of the I have neve	Facebook		
R_cFULmCUEJltXzEN											news stories			
R_b7TCojCPYSy02Wh											Times /	Facebook		Twitter
R_70226cZ6dOOLmRL											News info			
R_efazJOMpUwnMjGt											None of the Because I h	Facebook		
R_2begAGpJ9NEimgZ											the paper li	Facebook	LinkedIn	Twitter
R_b1JBICXEgO9E97v											None of the does not m	Facebook		
											None of the I am not familiar	with this webpage	Google+	

## Control Cell

V1	Q11_5	Q11_6	Q12	Q13	Q14	DO-BR-FL_t	DO-Q-Q11	DO-Q-Q1	DO-Q-Q6	DO-Q-Q9	DO-Q-Q2
ResponseID	On which, i On which, i Approximat	On which, i	Now, a few	Which of th	Display	Orc	Display	Orc	if any	of the follo	Display
R_6KDf33IuyTMxIX		Daily	College/Sor	\$50,000 - \$	Control	Cell 4 3 2 5 1 1 2 3			7 4 3 1 8 1 2		
R_bw1DM4K2z41qn4N		Daily	Graduate	\$125,000 a	Control	Cell 3 4 2 1 5 1 2 3			3 4 7 2 5 2 1		
R_a4do3gsh4ISwbtP	None of the above		Graduate	\$100,000 -	Control	Cell 5 2 1 4 3 2 1 3			3 5 6 7 1 2 1		
R_OoeyReE8IYFLOqp	2-3 times a		Graduate	\$125,000 a	Control	Cell 2 1 5 3 4 2 1 3			2 1 4 8 6 2 1		
R_780GzjjfCGEBMpv	None of the above		College/Sor	\$35,000 - \$	Control	Cell 5 2 1 4 3 2 1 3			3 1 2 6 5 1 2		
R_eldhBqBy7v2CUm1	Daily		Graduate	\$35,000 - \$	Control	Cell 2 3 4 5 1 2 1 3			8 7 4 6 2 2 1		
R_ekXvzXGjOIdfLyR			College/Sor	\$75,000 - \$	Control	Cell 3 1 2 4 5 2 1 3			8 5 3 7 4 2 1		
R_5doeCZrWH2jkUBv	Daily		Graduate	\$35,000 - \$	Control	Cell 5 3 1 2 4 2 1 3			1 7 4 6 2 2 1		
R_eqEHYGrPh50boZn			College/Sor	\$35,000 - \$	Control	Cell 5 1 3 2 4 2 1 3			1 6 5 8 7 1 2		
R_bgzJ3pBo9dBPsPj	Foursquare	2-3 times a	Graduate	\$100,000 -	Control	Cell 5 4 1 2 3 2 1 3			5 3 8 4 7 1 2		
R_7Wm7npHZRRD1HAp	None of the above		College/Sor	\$75,000 - \$	Control	Cell 4 5 2 1 3 1 2 3			7 1 3 5 6 2 1		
R_b3Cl0lZSzxtOs1T	None of the above		Graduate	\$100,000 -	Control	Cell 2 5 1 3 4 1 2 3			4 5 6 8 3 2 1		
R_ahretBVelz5CR5X		Once a wee	College/Sor	\$35,000 - \$	Control	Cell 1 4 3 2 5 1 2 3			3 7 8 5 6 1 2		
R_beEf2zVE5SWLxk1	I Events	None of the above	College/Sor	\$50,000 - \$	Control	Cell 3 1 4 2 5 1 2 3			4 3 2 6 1 1 2		
R_50H6WsFtKCn4Zal		Daily	College/Sor	\$35,000 - \$	Control	Cell 5 4 2 1 3 1 2 3			5 4 8 3 1 1 2		
R_3De3MqXeNxbjLW5	, I did not fe	None of the above	College/Sor	\$50,000 - \$	Control	Cell 2 5 1 3 4 2 1 3			1 4 6 7 3 1 2		
R_0vNMyJxxluSU8Kx		Daily	Graduate	\$75,000 - \$	Control	Cell 1 3 5 4 2 1 2 3			6 8 1 4 7 2 1		
R_3kjMbCkntFcsg9n	voices	None of the above	College/Sor	\$75,000 - \$	Control	Cell 4 5 2 1 3 1 2 3			4 2 5 1 3 2 1		
R_56ggBnjQ45zHa6N		None of the above	Graduate	\$35,000 - \$	Control	Cell 4 5 1 2 3 1 2 3			5 8 4 6 2 1 2		
R_6G6uxzL6omboFxP		None of the above	Graduate	\$75,000 - \$	Control	Cell 4 3 5 2 1 2 1 3			1 3 6 7 5 1 2		
R_7PyW8aLF2rBELaJ		Daily	College/Sor	\$35,000 - \$	Control	Cell 2 3 4 5 1 1 2 3			2 6 4 3 7 1 2		
R_cOPmfhr8QxAx1rl		Daily	Graduate	\$50,000 - \$	Control	Cell 1 3 2 5 4 2 1 3			3 6 2 4 7 2 1		
R_eb1fLIciDXwBceV		Less than o	College/Sor	Under \$35,	Control	Cell 2 3 4 1 5 1 2 3			6 8 3 5 2 1 2		
R_cB9WLcqJmOQJmcJ		Less than o	College/Sor	\$75,000 - \$	Control	Cell 3 5 1 2 4 1 2 3			4 6 1 7 3 2 1		
R_3EIKdCIMfhYbnnf		Daily	College/Sor	Under \$35,	Control	Cell 5 1 2 4 3 1 2 3			6 8 3 4 7 2 1		
R_eJKq9aguwxY19WZ			High schoo	\$75,000 - \$	Control	Cell 3 5 2 1 4 1 2 3			7 4 8 1 6 1 2		
R_6KebgZ5PdrUsU0B		Daily	Graduate	\$35,000 - \$	Control	Cell 5 2 3 4 1 1 2 3			8 2 3 5 1 2 1		
R_4ZXrTad5CoXApp3			Graduate	\$50,000 - \$	Control	Cell 1 5 3 4 2 1 2 3			2 8 3 6 7 1 2		
R_bw8kQvGlynjVbo1		Daily	High schoo	\$35,000 - \$	Control	Cell 5 1 4 2 3 2 1 3			8 1 5 6 2 1 2		
R_0kNUDRlbU6xVHX7		Once a wee	College/Sor	\$75,000 - \$	Control	Cell 1 3 5 4 2 2 1 3			4 6 3 8 1 1 2		
R_5gsw9VNrZzBcVbD		Daily	College/Sor	\$35,000 - \$	Control	Cell 5 4 2 3 1 1 2 3			2 1 7 6 5 1 2		
R_8faFDofkWIYRoDr			Graduate	\$75,000 - \$	Control	Cell 2 1 3 4 5 2 1 3			5 2 4 8 6 2 1		
R_9uzpp19fn78r4Nf		2-3 times a	College/Sor	\$75,000 - \$	Control	Cell 3 4 5 1 2 2 1 3			4 5 1 2 3 1 2		
R_3HJUcYCsoFhPO3H		Daily	High schoo	\$75,000 - \$	Control	Cell 3 2 5 4 1 2 1 3			7 8 6 3 1 2 1		
R_dnTx9FJizSh0Qtv		Daily	Graduate	\$50,000 - \$	Control	Cell 3 1 2 4 5 2 1 3			6 4 8 5 3 1 2		
R_8i7TZKBF39ZMkt	None of the above		Graduate	\$75,000 - \$	Control	Cell 4 1 3 2 5 1 2 3			7 6 4 1 2 1 2		
R_b8fzEBNFgxN0dyB	Never		College/Sor	\$75,000 - \$	Control	Cell 2 1 5 4 3 1 2 3			4 8 7 6 5 1 2		
R_eEBExrMKLJf7et	Daily		Graduate	\$35,000 - \$	Control	Cell 5 1 2 4 3 1 2 3			5 4 1 6 2 1 2		
R_0vSkX4fjlsLeqBD	None of the above		College/Sor	\$125,000 a	Control	Cell 1 4 2 3 5 2 1 3			7 4 2 6 8 1 2		
R_cFULmCUEJltXzEN	Daily		High schoo	\$50,000 - \$	Control	Cell 3 2 5 4 1 2 1 3			2 5 8 1 7 2 1		
R_b7TCojCPYSy02Wh	None of the above		College/Sor	Under \$35,	Control	Cell 5 4 2 3 1 1 2 3			5 3 4 8 2 1 2		
R_70226cZ6dOOLmRL	Daily		College/Sor	\$100,000 -	Control	Cell 5 2 3 1 4 1 2 3			5 6 4 1 2 1 2		
R_efazJOMpUwnMjGt	2-3 times a		College/Sor	\$35,000 - \$	Control	Cell 5 2 1 4 3 1 2 3			2 5 6 7 8 2 1		
R_2begAGpJ9NEimgZ	Daily		High schoo	\$35,000 - \$	Control	Cell 4 3 2 5 1 2 1 3			7 3 5 4 2 1 2		
R_b1JBICXEgO9E97v			College/Sor	\$75,000 - \$	Control	Cell 4 2 1 3 5 2 1 3			8 5 6 4 1 1 2		

## Control Cell

V1	V8	V9	V10	ftouch	id	gc	Q1	Q2	Q3	Q4	Q8	Q9_1	Q9_2
ResponseID	StartDate	EndDate	Finished	ftouch	id	gc	Thank / you What is you Which of th In the next Please look We would I We would I						
R_9FyTHuFfN6YymkB	9/18/2012 18:55	9/18/2012 20:19		1	DPDM5TGF	EFF925VLS	1 Yes	Female	25 - 34	1	1		
R_22Ye3rKMYMIkT65	9/18/2012 20:20	9/18/2012 20:22		1	DPDM5ZZC	EFF925VLW	1 Yes	Female	55 - 64	1	1		
R_26u6AUZXQPcWIHT	9/18/2012 20:22	9/18/2012 20:24		1	DPDM5ZZL	EFF925VLX	1 Yes	Male	65 or older	1	1		
R_6lowk9VZpd1fYGN	9/18/2012 20:24	9/18/2012 20:27		1	DPDM5ZZV	EFF925VLX	1 Yes	Female	45 - 54	1	1		
R_ety5vBNHJiBhBpr	9/18/2012 20:25	9/18/2012 20:27		1	DPDM6222	EFF925VLX	1 Yes	Male	45 - 54	1	1	Facebook	
R_4TcfOX5XNTOBPn	9/18/2012 20:27	9/18/2012 20:31		1	DPDM62QI	EFF925VLX	1 Yes	Female	25 - 34	1	1		
R_4GzNA5BpRXDD9u5	9/18/2012 20:29	9/18/2012 20:32		1	DPDM62T5	EFF925VLX	1 Yes	Female	35 - 44	1	1		
R_1AFKI7BPcS7jZXL	9/18/2012 20:32	9/18/2012 20:35		1	DPDM62TL	EFF925VLX	1 Yes	Female	25 - 34	1	1		
R_0PXXIVHfg0X8rUp	9/18/2012 20:38	9/18/2012 20:40		1	DPDM62W	EFF925VLX	1 Yes	Female	35 - 44	1	1		
R_b2vwNnChWrHvimh	9/18/2012 20:37	9/18/2012 20:40		1	DPDM62W	EFF925VLX	1 Yes	Female	55 - 64	1	1		
R_aV2Uw66L9H4pO1D	9/18/2012 20:39	9/18/2012 20:42		1	DPDM62W	EFF925VLX	1 Yes	Female	35 - 44	1	1		
R_eWF4UIflXaT81bD	9/18/2012 20:43	9/18/2012 20:46		1	DPDM62ZC	EFF925VLY	1 Yes	Male	55 - 64	1	1		
R_0fzm7YYrBm6Jz25	9/18/2012 20:42	9/18/2012 20:46		1	DPDM62Z5	EFF925VLY	1 Yes	Male	55 - 64	1	1		
R_3FePcPQmTcqffXn	9/18/2012 20:48	9/18/2012 20:49		1	DPDM632F	EFF925VLY	1 Yes	Female	35 - 44	1	1		
R_56auZFkgItT57y5	9/18/2012 20:49	9/18/2012 20:51		1	DPDM639Y	EFF925VLY	1 Yes	Female	45 - 54	1	1		
R_8C175Ptsbm48FyB	9/18/2012 20:48	9/18/2012 20:51		1	DPDM632F	EFF925VLY	1 Yes	Female	45 - 54	1	1		
R_egsZauhvydVLNUV	9/18/2012 20:53	9/18/2012 20:56		1	DPDM63H1	EFF925VLY	1 Yes	Male	55 - 64	1	1		
R_7UOsEKnHMTokTHf	9/18/2012 20:55	9/18/2012 20:59		1	DPDM63JV	EFF925VLY	1 Yes	Female	65 or older	1	1		
R_8I04mkUgrf584x7	9/18/2012 20:57	9/18/2012 20:59		1	DPDM63KF	EFF925VLY	1 Yes	Male	55 - 64	1	1		
R_55BQKyyWFI5HBR3	9/18/2012 20:54	9/18/2012 21:00		1	DPDM63H1	EFF925VLY	1 Yes	Female	25 - 34	1	1		
R_8nUkr0iQjtUA6Rn	9/18/2012 20:59	9/18/2012 21:03		1	DPDM63P9	EFF925VLY	1 Yes	Female	65 or older	1	1		
R_9WXwAoQpmK0mggn	9/18/2012 21:02	9/18/2012 21:04		1	DPDM63Q1	EFF925VLZ	1 Yes	Male	25 - 34	1	1	Facebook	
R_bxOTjKFOpF9GbTD	9/18/2012 20:48	9/18/2012 21:08		1	DPDM6323	EFF925VLY	1 Yes	Female	25 - 34	1	1		
R_8eUMeQcg8FK3Dlp	9/18/2012 21:05	9/18/2012 21:09		1	DPDM63Q1	EFF925VLZ	1 Yes	Female	45 - 54	1	1		
R_2h2NK2ImQnsg4iV	9/18/2012 21:09	9/18/2012 21:12		1	DPDM63R6	EFF925VLZ	1 Yes	Male	55 - 64	1	1		
R_8eKZWk1qzWiEF01	9/18/2012 21:07	9/18/2012 21:14		1	DPDM63QF	EFF925VLZ	1 Yes	Female	45 - 54	1	1		
R_8CH24DZpWoheRzn	9/18/2012 21:21	9/18/2012 21:24		1	DPDM63TC	EFF925VLZ	1 Yes	Female	65 or older	1	1		
R_7NXmORgISQRmDhH	9/18/2012 21:24	9/18/2012 21:27		1	DPDM63V3	EFF925VLZ	1 Yes	Male	55 - 64	1	1		
R_bILXy5fjcQKOQAJ	9/18/2012 21:26	9/18/2012 21:29		1	DPDM63YC	EFF925VLZ	1 Yes	Female	65 or older	1	1		
R_1Fh086bBx9MbTn	9/18/2012 21:28	9/18/2012 21:32		1	DPDM63YS	EFF925VLZ	1 Yes	Female	65 or older	1	1		
R_3kQ6DOBhTb5k5CJ	9/18/2012 21:33	9/18/2012 21:34		1	DPDM63ZN	EFF925VLZ	1 Yes	Male	25 - 34	1	1		
R_3VMxgkgalWBs03r	9/18/2012 21:34	9/18/2012 21:41		1	DPDM63ZT	EFF925VM	1 Yes	Male	25 - 34	1	1		
R_7NCAI5pdFMPoRoN	9/18/2012 21:37	9/18/2012 21:40		1	DPDM6425	EFF925VM	1 Yes	Male	65 or older	1	1		
R_737C6cf1f5yHYzP	9/18/2012 21:39	9/18/2012 21:43		1	DPDM642F	EFF925VM	1 Yes	Female	65 or older	1	1		
R_3aTKcWey711d7Yp	9/18/2012 21:41	9/18/2012 21:43		1	DPDM642N	EFF925VM	1 Yes	Male	35 - 44	1	1	Facebook	LinkedIn
R_2rvppZMhPdENQLX	9/18/2012 21:42	9/18/2012 21:44		1	DPDM642V	EFF925VM	1 Yes	Female	25 - 34	1	1		
R_56iiAYXrmuqwazT	9/18/2012 21:43	9/18/2012 21:44		1	DPDM642Z	EFF925VM	1 Yes	Female	18 - 24	1	1		
R_d6Tt8kfXM0L907H	9/18/2012 21:47	9/18/2012 21:50		1	DPDM643C	EFF925VM	1 Yes	Female	35 - 44	1	1		
R_bwoNL8ey6LbRwod	9/18/2012 21:48	9/18/2012 21:51		1	DPDM643N	EFF925VM	1 Yes	Male	55 - 64	1	1		
R_i2n3evzZFztFD7	9/18/2012 21:53	9/18/2012 21:54		1	DPDM644E	EFF925VM	1 Yes	Female	35 - 44	1	1		
R_e34bHHarOGBhHAp	9/18/2012 21:59	9/18/2012 22:01		1	DPDM64J2	EFF925VM	1 Yes	Female	45 - 54	1	1	Facebook	
R_6x3Otaw14NjbTKJ	9/18/2012 21:58	9/18/2012 22:02		1	DPDM649X	EFF925VM	1 Yes	Female	55 - 64	1	1		
R_dp48zmNvDLBLlad	9/18/2012 22:02	9/18/2012 22:04		1	DPDM64JD	EFF925VM	1 Yes	Male	35 - 44	1	1		
R_6X1UNgfp27NKAabb	9/18/2012 22:03	9/18/2012 22:05		1	DPDM64JG	EFF925VM	1 Yes	Male	45 - 54	1	1		LinkedIn
R_02E321hDSNezzV3	9/18/2012 22:06	9/18/2012 22:09		1	DPDM64RN	EFF925VM	1 Yes	Male	55 - 64	1	1		

## Control Cell

V1	Q9_3	Q9_4	Q9_5	Q9_6	Q9_7	Q9_8	Q9_9	Q9_9_TEXT	Q9_10	Q10	Q11_1	Q11_2	Q11_3	Q11_4
R_9FyTHuFfN6YymkB	We would I	We would I	We would I	We would I	When cons	On which, i	On which, i	On which, i						
R_22Ye3rKMYMIkT65											None of the	I haven't seen this befo	LinkedIn	
R_26u6AUZXQPcWIHT							The New York Times					Because it	Facebook	
R_6lowk9VZpd1fYGN				CNN							None of the	not known		
R_ety5vBNHJiBhBpr											tells of present as well as past events			
R_4TcfOX5XNTOBPn											Layout rem	Facebook		Twitter
R_4GzNA5BpRXDD9u5											None of the	It doesn't b	Facebook	Google+
R_1AFKI7BPcS7jZXL											None of the	It seems pr	Facebook	LinkedIn
R_0PXXIVHfg0X8rUp			CNN				The New York Times					Google+		
R_b2vwNnChWrHvimh											None of the	I am not far	Facebook	Google+
R_aV2Uw66L9H4pO1D				CNN			The New York Times				cnn and tirr	Facebook		Twitter
R_eWF4UlflXaT81bD							The New York Times				None of the	Website ap	Facebook	LinkedIn
R_0fzm7YYrBm6Jz25											it had news	Facebook		
R_3FePcPQmTcqffXn											because it has historical events	that	Google+	
R_56auZFkgItT57y5							The New York Times				None of the	Not at all	fa	Facebook
R_8C175Ptsbm48FyB											None of the	doesnt look	Facebook	
R_egsZauhvydVLNUV											I just thoug	Facebook		
R_7UOsEKnHMToKTHf			CNN				The New York Times				None of the	When I see	Facebook	LinkedIn
R_8I04mkUgrf584x7											Just what n	Facebook		LinkedIn
R_55BQKyyWFI5HBR3											It seems lik	Facebook		
R_8nUkr0iQJtUA6Rn											None of the	am not fam	Facebook	LinkedIn
R_9WXwAoQpmK0mghn											None of the	That name	i	Facebook
R_bxOTjKFOpF9GbTD	Twitter										People put	Facebook		LinkedIn
R_8eUMeQcg8FK3DIp											Because the	Facebook		Google+
R_2h2NK2ImQnsq4iV											None of the	I am not far	Facebook	Google+
R_8eKZWk1qzWiEF01											None of the	I am not far	Facebook	LinkedIn
R_8CH24DZpWoheRzn	Google+										None of the	Never hear	Facebook	LinkedIn
R_7NXmORgISQRmDhH											None of the	The word t	Facebook	
R_bILXy5fjcQKOQAJ											google give	Facebook		LinkedIn
R_1Fh086bBxH9MbTn											None of the	it just does	Facebook	Google+
R_3kQ6DOBhTb5k5CJ		Twitter	CNN				The New York Times				None of the	this "timesc	Facebook	Google+
R_3VMxgkgaIWbs03r											the name a	Facebook		
R_7NCAl5pdFMPoRoN											Timescapes	Facebook		LinkedIn
R_737C6cf1f5yHyZP							The New York Times				None of the	I've never	Facebook	Google+
R_3aTKcWey711d7Yp	Google+	Twitter					The New York Times				None of the	The name.	Facebook	LinkedIn
R_2rvppZMhPdENQLX											word times	Facebook		
R_56iiAYXrmuqwazT			CNN								na			LinkedIn
R_d6Tt8kfXM0L907H											None of the	I've never	Facebook	Google+
R_bwoNL8ey6LbRwod											n/a	Facebook		LinkedIn
R_2i2n3evzZFztFD7											None of the	I have neve	Facebook	
R_e34bHHarOGBhHAp											None of the	the none		
R_6x3OtawI4NJbTKJ											None of the	just don't	Facebook	LinkedIn
R_dp48zmNvDLBLlad											Same font	Facebook		Google+
R_6X1UNgfp27NKAbb			CNN								None of the	Timescapes is a made up word		Twitter
R_02E321hDSNezzV3		Foursquare									looked professional			
											looks like it	Facebook		
											None of the	Never hear	Facebook	

## Control Cell

V1	Q11_5	Q11_6	Q12	Q13	Q14	DO-BR-FL_t	DO-Q-Q11	DO-Q-Q1	DO-Q-Q6	DO-Q-Q9	DO-Q-Q2
ResponseID	On which, i On which, i Approximat	On which, i	Now, a few	Which of th	Display	Orc	Display	Orc	if any	of the follo	Display
R_9FyTHuFfN6YymkB			Daily	Graduate \$35,000 - \$ Control	Cell 1 2 4 5 3 2 1 3				4 3 1 5 7 1 2		
R_22Ye3rKMYMIkT65		None of the above		College/Sor \$125,000 a	Control Cell 3 2 1 4 5 1 2 3				8 3 7 1 2 2 1		
R_26u6AUZXQPcWIHT		None of the above		Graduate \$75,000 - \$ Control	Cell 3 4 5 1 2 2 1 3				2 1 6 5 8 1 2		
R_6lowk9VZpd1fYGN				College/Sor \$75,000 - \$ Control	Cell 2 1 4 3 5 2 1 3				6 1 8 5 2 2 1		
R_ety5vBNHJiBhBpr				Once a mor	College/Sor \$125,000 a	Control Cell 1 5 3 4 2 2 1 3			8 2 1 3 5 2 1		
R_4TcfOX5XNTOBPn			Daily	Graduate \$ Under \$35,	Control Cell 4 3 1 5 2 2 1 3				2 1 8 5 6 1 2		
R_4GzNA5BpRXDD9u5			Daily	Graduate \$75,000 - \$ Control	Cell 4 5 1 2 3 2 1 3				4 8 3 1 7 2 1		
R_1AFKI7BPcS7jZXL			Daily	College/Sor \$35,000 - \$ Control	Cell 4 3 2 1 5 1 2 3				5 4 7 3 1 2 1		
R_0PXXIVHfg0X8rUp			Daily	High schoo	\$50,000 - \$ Control	Cell 4 2 1 5 3 2 1 3			7 1 6 2 4 2 1		
R_b2vwNnChWrHvimh			Daily	Graduate \$75,000 - \$ Control	Cell 2 1 4 5 3 1 2 3				5 6 1 3 8 1 2		
R_aV2Uw66L9H4pO1D			Daily	College/Sor \$35,000 - \$ Control	Cell 5 3 1 4 2 1 2 3				8 1 4 5 7 1 2		
R_eWF4UlfIxAT81bD				Graduate \$50,000 - \$ Control	Cell 4 3 5 1 2 1 2 3				3 6 4 7 2 1 2		
R_0fzm7YYrBm6Jz25				2-3 times a	College/Sor \$100,000 -	Control Cell 4 5 2 1 3 3 1 2 3			8 2 5 6 4 1 2		
R_3FePcPQmTcqffXn				2-3 times a	High schoo	\$35,000 - \$ Control	Cell 1 2 5 4 3 1 2 3		8 6 2 1 4 1 2		
R_56auZFkgItT57y5			Daily	College/Sor \$35,000 - \$ Control	Cell 1 2 3 4 5 2 1 3				8 1 3 5 4 2 1		
R_8C175Ptsbm48FyB			Daily	College/Sor Under \$35,	Control Cell 2 5 4 1 3 1 2 3				1 4 8 7 6 2 1		
R_egsZauhvydVLNUV			Daily	College/Sor Under \$35,	Control Cell 3 5 4 2 1 2 1 3				7 6 2 4 3 2 1		
R_7UOsEKnHMTokTHf				Once a wee	College/Sor Under \$35,	Control Cell 4 1 2 3 5 1 2 3			7 8 4 5 2 1 2		
R_8I04mkUgrf584x7				Once a wee	High schoo	\$35,000 - \$ Control	Cell 5 3 1 4 2 1 2 3		8 6 2 3 1 1 2		
R_55BQKyyWFI5HBR3			Daily	College/Sor \$35,000 - \$ Control	Cell 1 4 5 2 3 1 2 3				5 2 3 6 1 1 2		
R_8nUkr0iQjtUA6Rn			Daily	College/Sor \$35,000 - \$ Control	Cell 3 5 1 2 4 2 1 3				6 8 5 1 2 2 1		
R_9WXwAoQpmK0mggn			Daily	College/Sor \$125,000 a	Control Cell 2 1 5 3 4 2 1 3				8 5 4 1 7 1 2		
R_bxOTjKFOPF9GbTD			Daily	High schoo	\$125,000 a	Control Cell 4 5 2 1 3 2 1 3			1 5 3 4 7 2 1		
R_8eUMeQcg8FK3DlP			Daily	Graduate \$35,000 - \$ Control	Cell 3 2 4 1 5 1 2 3				4 6 7 2 5 2 1		
R_2h2NK2ImQnsq4iV			Daily	Graduate \$125,000 a	Control Cell 3 4 1 2 5 1 2 3				1 3 8 5 7 1 2		
R_8eKZWk1qzWiEF01			Daily	College/Sor \$50,000 - \$ Control	Cell 4 5 1 3 2 1 2 3				3 2 7 5 6 2 1		
R_8CH24DZpWoheRzn				Once a mor	Graduate \$50,000 - \$ Control	Cell 3 2 1 4 5 2 1 3			4 5 3 8 7 1 2		
R_7NXmORgISQRmDhH			Daily	College/Sor \$125,000 a	Control Cell 3 1 2 5 4 2 1 3				4 2 1 8 6 1 2		
R_bILXy5fjcQKOQAJ				2-3 times a	Graduate \$50,000 - \$ Control	Cell 1 3 2 4 5 1 2 3			7 3 8 5 1 1 2		
R_1Fh086bBx9MbTn			Daily	College/Sor \$35,000 - \$ Control	Cell 1 5 2 3 4 2 1 3				2 5 4 7 1 2 1		
R_3kQ6DOBhTb5k5CJ	Foursquare		Daily	Graduate \$75,000 - \$ Control	Cell 3 5 1 2 4 1 2 3				5 7 1 3 2 2 1		
R_3VMxgkgalWBs03r				2-3 times a	Less than h	Under \$35, Control	Cell 5 1 4 2 3 1 2 3		8 5 3 1 7 1 2		
R_7NCAI5pdFMPoRoN				2-3 times a	Graduate \$35,000 - \$ Control	Cell 2 3 5 1 4 2 1 3			4 5 2 6 1 2 1		
R_737C6cf1f5yHYzP				Once a wee	College/Sor \$50,000 - \$ Control	Cell 4 3 1 5 2 1 2 3			7 6 8 4 3 2 1		
R_3aTKcWey711d7Yp					College/Sor \$75,000 - \$ Control	Cell 2 1 4 5 3 1 2 3			8 5 6 4 7 1 2		
R_2rvppZMhPdENQLX			Daily	Graduate \$35,000 - \$ Control	Cell 5 3 4 2 1 2 1 3				1 6 8 2 5 1 2		
R_56iiAYXrmuqwazT			Daily	College/Sor \$35,000 - \$ Control	Cell 4 2 5 1 3 1 2 3				5 4 8 6 7 2 1		
R_d6Tt8kfXM0L907H				2-3 times a	College/Sor \$50,000 - \$ Control	Cell 1 5 3 2 4 1 2 3			7 8 3 6 2 2 1		
R_bwoNL8ey6LbRwod		None of the above			Graduate \$125,000 a	Control Cell 5 2 4 3 1 2 1 3			3 6 5 4 1 2 1		
R_2i2n3evzzFztFD7			Daily	Graduate \$75,000 - \$ Control	Cell 5 1 3 2 4 2 1 3				4 6 8 1 5 1 2		
R_e34bHHarOGBhHAp			Never	Graduate \$50,000 - \$ Control	Cell 1 3 4 5 2 2 1 3				5 4 7 3 6 1 2		
R_6x3OtawI4NJbTKJ					College/Sor \$50,000 - \$ Control	Cell 2 4 3 1 5 1 2 3			3 4 7 6 2 2 1		
R_dp48zmNvDLBlad		None of the above			Graduate \$125,000 a	Control Cell 3 1 5 2 4 2 1 3			6 8 7 3 2 1 2		
R_6X1UNgfp27NKAAb			Daily	College/Sor \$50,000 - \$ Control	Cell 1 4 5 3 2 2 1 3				4 2 7 5 6 2 1		
R_02E321hDSNezzV3				Once a mor	Graduate \$125,000 a	Control Cell 2 4 5 1 3 2 1 3			7 3 5 6 1 1 2		

## Control Cell

V1	V8	V9	V10	ftouch	id	gc	Q1	Q2	Q3	Q4	Q8	Q9_1	Q9_2
ResponseID	StartDate	EndDate	Finished	ftouch	id	gc	Thank / you What is you Which of th In the next Please look We would I We would I						
R_1AMY8pB4gCE8M7j	9/18/2012 22:05	9/18/2012 22:11		1	DPDM64RF EFF925VM:		1 Yes	Male	65 or older		1	1	
R_02M7WqXai6zCqod	9/18/2012 22:10	9/18/2012 22:11		1	DPDM64S2 EFF925VM:		1 Yes	Male	45 - 54		1	1	
R_5z5Ub3bEmjY1aND	9/18/2012 22:14	9/18/2012 22:16		1	DPDM64XF EFF925VM:		1 Yes	Female	18 - 24		1	1	
R_20pX45LMGHH2Q61	9/18/2012 22:19	9/18/2012 22:21		1	DPDM654Z EFF925VM:		1 Yes	Male	45 - 54		1	1	
R_daJFltvTmL8Vkp	9/18/2012 22:24	9/18/2012 22:26		1	DPDM65DF EFF925VM:		1 Yes	Male	65 or older		1	1	
R_9S7B9LWkWQhovSB	9/18/2012 21:25	9/18/2012 22:27		1	DPDM63VE EFF925VLZ:		1 Yes	Female	35 - 44		1	1	
R_eWAErzUuJA27bL	9/18/2012 22:19	9/18/2012 22:27		1	DPDM658E EFF925VM:		1 Yes	Female	35 - 44		1	1	
R_01jBLcCaasQwMoR	9/18/2012 22:29	9/18/2012 22:33		1	DPDM65F5 EFF925VM:		1 Yes	Female	55 - 64		1	1	
R_1YqT3r3FqxD0X7n	9/18/2012 22:33	9/18/2012 22:38		1	DPDM65XN EFF925VM:		1 Yes	Female	65 or older		1	1	
R_8iZMGhYkNZ2YifX	9/18/2012 22:37	9/18/2012 22:38		1	DPDM65Y2 EFF925VM:		1 Yes	Female	25 - 34		1	1	
R_3mA9d4mw5XX7aXX	9/18/2012 22:43	9/18/2012 22:45		1	DPDM65YN EFF925VM:		1 Yes	Male	45 - 54		1	1	
R_9BRLTwMotwoMgDj	9/18/2012 22:51	9/18/2012 22:53		1	DPDM65ZV EFF925VM:		1 Yes	Male	35 - 44		1	1	
R_3Oahn6D0V6WHRwh	9/18/2012 22:57	9/18/2012 23:01		1	DPDM664F EFF925VM:		1 Yes	Female	35 - 44		1	1	
R_9nvSHlpsEHOIYQt	9/18/2012 23:01	9/18/2012 23:03		1	DPDM6657 EFF925VM:		1 Yes	Male	35 - 44		1	1	
R_d45CzUvMPiPPUgJ	9/18/2012 22:48	9/18/2012 23:10		1	DPDM65Z2 EFF925VM:		1 Yes	Male	55 - 64		1	1	
R_4Z71L9UiX6F5xI3	9/18/2012 23:01	9/18/2012 23:10		1	DPDM6656 EFF925VM:		1 Yes	Female	45 - 54		1	1	
R_5jucURc0PzXzD5X	9/18/2012 23:09	9/18/2012 23:10		1	DPDM665V EFF925VM:		1 Yes	Male	25 - 34		1	1	
R_ePSLavh4ai12LNH	9/18/2012 23:11	9/18/2012 23:13		1	DPDM6663 EFF925VM:		1 Yes	Female	45 - 54		1	1	
R_0x0VYDUQTyTJWeN	9/18/2012 23:12	9/18/2012 23:15		1	DPDM6664 EFF925VM:		1 Yes	Male	45 - 54		1	1	
R_eyUkQoj6CMg2ttr	9/18/2012 23:14	9/18/2012 23:16		1	DPDM666E EFF925VM:		1 Yes	Female	25 - 34		1	1	
R_6ik36jhFCJD6yMZ	9/18/2012 23:16	9/18/2012 23:17		1	DPDM6672 EFF925VM:		1 Yes	Male	25 - 34		1	1	
R_egF6FoGHI6pe2Zn	9/18/2012 23:14	9/18/2012 23:18		1	DPDM666C EFF925VM:		1 Yes	Female	25 - 34		1	1	
R_czEEhaEWpboVcfr	9/18/2012 23:20	9/18/2012 23:22		1	DPDM667E EFF925VM:		1 Yes	Male	55 - 64		1	1	
R_6ide2VJ0cIFKGfr	9/18/2012 23:21	9/18/2012 23:23		1	DPDM667I EFF925VM:		1 Yes	Female	25 - 34		1	1	Facebook
R_crIcGWKpt320TaZ	9/18/2012 23:21	9/18/2012 23:24		1	DPDM667C EFF925VM:		1 Yes	Female	45 - 54		1	1	
R_1Lg8nWNuXyRiMsZ	9/18/2012 23:26	9/18/2012 23:29		1	DPDM668I EFF925VM:		1 Yes	Female	55 - 64		1	1	
R_1ZVP1QkkhDoQVwx	9/18/2012 23:30	9/18/2012 23:35		1	DPDM668F EFF925VM:		1 Yes	Male	55 - 64		1	1	
R_cLVXhtetwmOlzD	9/18/2012 23:33	9/18/2012 23:35		1	DPDM669J EFF925VM:		1 Yes	Female	55 - 64		1	1	
R_74irCjLZyETuoFT	9/18/2012 23:34	9/18/2012 23:36		1	DPDM669N EFF925VM:		1 Yes	Female	35 - 44		1	1	
R_bw6WvtuVjoCjyCh	9/18/2012 21:55	9/18/2012 23:37		1	DPDM644C EFF925VM:		1 Yes	Male	55 - 64		1	1	
R_2c8acEBFzRtfLq5	9/18/2012 23:36	9/18/2012 23:38		1	DPDM669S EFF925VM:		1 Yes	Male	35 - 44		1	1	
R_6g0JuUNFRipWDpr	9/18/2012 23:48	9/18/2012 23:50		1	DPDM66BF EFF925VM:		1 Yes	Female	35 - 44		1	1	
R_eqWVBojnB2VCe7X	9/18/2012 23:57	9/19/2012 0:01		1	DPDM66L4 EFF925VM:		1 Yes	Male	55 - 64		1	1	
R_3xcNxjhvYCI41Uh	9/19/2012 0:06	9/19/2012 0:10		1	DPDM672F EFF925VM:		1 Yes	Male	55 - 64		1	1	
R_5nfYPaW4iR5t6HX	9/19/2012 0:10	9/19/2012 0:12		1	DPDM679Y EFF925VM:		1 Yes	Male	18 - 24		1	1	
R_d4OhxSppQuiHBJ3	9/19/2012 0:13	9/19/2012 0:15		1	DPDM67B5 EFF925VM:		1 Yes	Female	25 - 34		1	1	
R_6St1GjN8ZhvQHc1	9/19/2012 0:32	9/19/2012 0:34		1	DPDM67HF EFF925VM:		1 Yes	Male	25 - 34		1	1	
R_cUv45lr4nYGEKw9	9/19/2012 0:32	9/19/2012 0:34		1	DPDM67H1 EFF925VM:		1 Yes	Male	35 - 44		1	1	
R_ahhcl6bSX0zItVP	9/19/2012 0:07	9/19/2012 1:52		1	DPDM679T EFF925VM:		1 Yes	Female	18 - 24		1	1	
R_8qvniUn8HiZdwYI	9/19/2012 9:22	9/19/2012 9:23		1	DPDM74JQ EFF925VM:		1 Yes	Female	35 - 44		1	1	
R_dhedFdpuenKmWWx	9/19/2012 9:27	9/19/2012 9:29		1	DPDM74Y7 EFF925VM:		1 Yes	Female	45 - 54		1	1	
R_2sZNL7JRHGKKXUp	9/19/2012 9:25	9/19/2012 9:29		1	DPDM74TC EFF925VM:		1 Yes	Male	25 - 34		1	1	
R_e36PY9Pc5hIEs3X	9/19/2012 9:27	9/19/2012 9:31		1	DPDM74Y7 EFF925VM:		1 Yes	Male	45 - 54		1	1	
R_8ffE9hPdBQACWEt	9/19/2012 9:34	9/19/2012 9:35		1	DPDM75D4 EFF925VM:		1 Yes	Male	25 - 34		1	1	
R_0feELIOMITu3YZD	9/19/2012 9:33	9/19/2012 9:36		1	DPDM754J EFF925VM:		1 Yes	Female	25 - 34		1	1	Facebook

## Control Cell

V1	Q9_3	Q9_4	Q9_5	Q9_6	Q9_7	Q9_8	Q9_9	Q9_9_TEXT	Q9_10	Q10	Q11_1	Q11_2	Q11_3	Q11_4
ResponseID R_1AMY8pB4gCE8M7j R_02M7WqXai6zCqod R_5z5Ub3bEmjY1aND R_20pX45LMGHH2Q61 R_daJFltvTmL8Vkp R_9S7B9LWkWQhovSB R_eWAErzUuJA27bL R_0ljBLcCaasQwMoR R_1YqT3r3FqxD0X7n R_8iZMGhYkNZ2YifX R_3mA9d4mw5XX7aXX R_9BRLTwMotwoMgDj R_3Oahn6D0V6WHrwh R_9nvSHipsEHOIYQt R_d45CzUvMPiPPUgJ R_4Z71L9UiX6F5xI3 R_5jucURc0PzXzD5X R_ePSLavh4ai12LNH R_0x0VYDUQTyTJWeN R_eyUkQoj6CMg2ttr R_6ik36jhFCJD6yMZ R_egF6FoGHI6pe2Zn R_czEEhaEWpboVcfr R_6ide2VJOclFKGfr R_clrcGWKpt320TaZ R_1Lg8nWNuXyRiMsZ R_1ZVP1QkkhDoQVwx R_cLVXhtetwmOlzD R_74irCjLZyETuoFT R_bw6WvtuVjoCjyCh R_2c8acEBFzRtfLq5 R_6gOjuUNFRipWDpr R_eqWVBojnB2VCe7X R_3xcNxjhvYCI41Uh R_5nfYPaW4iR5t6HX R_d4OhxSppQuiHBJ3 R_6St1GjN8ZhVQHc1 R_cUv45lr4nYGEkW9 R_ahhcl6bSX0zItVP R_8qvniUn8HiZdwYI R_dhedFdpuEhKmWWx R_2sZNL7JRHGKKXUp R_e36PY9Pc5hIEs3X R_8ffE9hPdBQACWEt R_0feELIOMITu3YZD	We would I When cons On which, i On which, i On which, i None of the I have not seen it before because it reports on hi LinkedIn													
	CNN	YouTube	The New York Times											
	Foursquare													
	CNN	The New York Times	Other (plea history channel Other (plea DK)											
	CNN	The New York Times The New York Times	Other (plea History Channel											
		The New York Times												
	Twitter	The New York Times												
	CNN	The New York Times The New York Times The New York Times												

## Control Cell

V1	Q11_5	Q11_6	Q12	Q13	Q14	DO-BR-FL_t	DO-Q-Q11	DO-Q-Q1	DO-Q-Q6	DO-Q-Q9	DO-Q-Q2
ResponseID	On which, i	On which, i	Approximat	Now, a few	Which of th	Display Orc	Display Ord	If any	of the follo	Display Orc	Display Or
R_1AMY8pB4gCE8M7j		None of the above			College/Sor \$35,000 - \$ Control Cell 2 4 5 3 1 2 1 3				1 2 3 4 8 2 1		
R_02M7WqXai6zCqod			Daily		College/Sor \$50,000 - \$ Control Cell 2 3 4 1 5 1 2 3				6 7 4 1 8 1 2		
R_5z5Ub3bEmjY1aND					College/Sor \$35,000 - \$ Control Cell 3 2 5 1 4 1 2 3				4 6 5 8 2 2 1		
R_20pX45LMGHH2Q61		None of the above			Graduate Sr \$100,000 - Control Cell 3 5 4 1 2 1 2 3				3 7 1 2 6 1 2		
R_daJFltvTmL8Vkp			Daily		College/Sor \$75,000 - \$ Control Cell 1 5 4 2 3 1 2 3				3 1 4 8 2 1 2		
R_9S7B9LWkWQhovSB					College/Sor Under \$35, Control Cell 5 2 4 3 1 1 2 3				6 4 3 8 1 1 2		
R_eWAErzUuJA27bl			Daily		College/Sor \$50,000 - \$ Control Cell 2 3 1 5 4 2 1 3				7 1 3 8 2 1 2		
R_01jBLcCaasQwMoR		None of the above			College/Sor \$35,000 - \$ Control Cell 5 4 3 1 2 1 2 3				7 5 2 6 3 2 1		
R_1YqT3r3FqxD0X7n					Graduate Sr Under \$35, Control Cell 3 5 2 4 1 2 1 3				5 2 8 7 4 2 1		
R_8iZMGhYkNZ2YifX			None of the above		College/Sor \$35,000 - \$ Control Cell 2 4 1 5 3 2 1 3				8 7 6 1 5 1 2		
R_3mA9d4mw5XX7aXX			Daily		Graduate Sr \$75,000 - \$ Control Cell 4 5 1 3 2 2 1 3				8 5 7 4 3 2 1		
R_9BRLTwMotwoMgDj			2-3 times a		Graduate Sr \$35,000 - \$ Control Cell 1 2 3 4 5 2 1 3				7 6 3 8 2 2 1		
R_3Oahn6D0V6WHRwh		None of the above			College/Sor \$35,000 - \$ Control Cell 1 4 5 2 3 2 1 3				2 8 1 4 6 2 1		
R_9nvSHlpsEHOIYQt			Daily		College/Sor \$50,000 - \$ Control Cell 4 1 2 3 5 1 2 3				5 1 6 7 4 2 1		
R_d45CzUvMPiPPUgJ	junction wit	None of the above			Graduate Sr Under \$35, Control Cell 2 3 4 5 1 1 2 3				7 6 4 1 3 1 2		
R_4Z71L9UiX6F5xI3			Daily		Graduate Sr \$125,000 a Control Cell 3 1 2 5 4 2 1 3				8 5 1 7 2 2 1		
R_5jucURc0PzXzD5X			Once a wee		College/Sor \$50,000 - \$ Control Cell 1 4 2 3 5 2 1 3				8 7 6 1 2 1 2		
R_ePSLavh4ai12LNH					College/Sor \$50,000 - \$ Control Cell 1 5 2 3 4 2 1 3				4 2 8 6 7 2 1		
R_0x0VYDUQTyTJWeN	Week in His	None of the above			Graduate Sr \$50,000 - \$ Control Cell 2 3 5 1 4 1 2 3				8 1 5 6 7 2 1		
R_eyUkQoj6CMg2ttr			Once a wee		Graduate Sr \$125,000 a Control Cell 1 4 3 2 5 1 2 3				4 7 8 2 3 1 2		
R_6ik36jhFCJD6yMZ			Once a mor		Graduate Sr \$50,000 - \$ Control Cell 4 5 3 1 2 2 1 3				5 7 6 2 4 2 1		
R_egF6FoGHI6pe2Zn	Foursquare	Less than o			Graduate Sr \$35,000 - \$ Control Cell 1 5 4 3 2 2 1 3				7 5 8 3 4 1 2		
R_czEEhaEWpboVcfr		None of the above			High schoo \$35,000 - \$ Control Cell 5 3 2 4 1 2 1 3				8 5 7 2 3 1 2		
R_6ide2VJOCIFKGfr			Daily		Graduate Sr \$35,000 - \$ Control Cell 5 1 2 3 4 2 1 3				8 6 3 1 4 1 2		
R_clrcGWKpt320TaZ					College/Sor \$35,000 - \$ Control Cell 2 4 3 1 5 1 2 3				6 8 2 7 4 2 1		
R_1Lg8nWNuXyRiMsZ	in the NY Ti	Daily			Graduate Sr \$125,000 a Control Cell 3 1 2 4 5 2 1 3				6 2 1 4 3 2 1		
R_1ZVP1QkkhDoQVwx		None of the above			College/Sor \$100,000 - Control Cell 5 2 1 4 3 1 2 3				8 4 2 7 1 1 2		
R_cLVXhtetwmOlzD			2-3 times a		Graduate Sr \$125,000 a Control Cell 2 5 3 4 1 1 2 3				6 8 2 5 4 2 1		
R_74irCjLZYETuoFT					College/Sor Under \$35, Control Cell 3 2 5 4 1 2 1 3				2 6 4 8 1 1 2		
R_bw6WvtuVjoCjyCh		Less than o			Graduate Sr \$125,000 a Control Cell 1 2 5 3 4 2 1 3				3 6 4 1 2 1 2		
R_2c8acEBFzRtfLq5	Foursquare	Daily			College/Sor \$50,000 - \$ Control Cell 4 1 3 2 5 1 2 3				1 7 5 2 3 1 2		
R_6g0JuUNFRipWDpr		Daily			High schoo \$35,000 - \$ Control Cell 1 4 5 3 2 1 2 3				1 7 3 8 4 2 1		
R_eqWVBojnB2VCe7X			Daily		High schoo \$50,000 - \$ Control Cell 5 1 3 4 2 1 2 3				5 6 1 7 2 1 2		
R_3xcNxjhvYCI41Uh	None of the above				College/Sor \$35,000 - \$ Control Cell 5 4 2 1 3 2 1 3				5 2 6 3 4 2 1		
R_5nfYPaW4iR5t6HX		Daily			College/Sor \$35,000 - \$ Control Cell 5 3 1 4 2 1 2 3				5 3 8 7 4 2 1		
R_d4OhxSppQuiHBJ3			Daily		College/Sor Under \$35, Control Cell 5 3 4 1 2 2 1 3				3 8 1 6 5 1 2		
R_6St1GjN8ZhvQHc1	None of the above				College/Sor Under \$35, Control Cell 5 4 3 1 2 2 1 3				6 1 2 7 4 2 1		
R_cUv45lr4nYGEkW9		2-3 times a			College/Sor Under \$35, Control Cell 4 5 3 2 1 1 2 3				8 2 6 5 1 1 2		
R_ahhcl6bSX0zItVP		Daily			College/Sor \$35,000 - \$ Control Cell 3 4 1 2 5 1 2 3				4 3 7 2 8 1 2		
R_8qvniUn8HiZdwYI		Daily			College/Sor \$100,000 - Control Cell 2 4 5 3 1 1 2 3				1 3 2 8 6 2 1		
R_dhedFdpueNkmWWx		Daily			Graduate Sr \$50,000 - \$ Control Cell 4 5 1 2 3 2 1 3				7 8 6 1 2 1 2		
R_2sZNL7JRHGKKXUp		Daily			College/Sor \$35,000 - \$ Control Cell 5 2 4 1 3 2 1 3				3 5 6 2 1 1 2		
R_e36PY9Pc5hIEs3X		Daily			College/Sor \$125,000 a Control Cell 4 3 2 5 1 2 1 3				3 4 8 2 5 1 2		
R_8ffE9hPdBQACWet		Daily			College/Sor \$75,000 - \$ Control Cell 2 5 1 4 3 2 1 3				2 1 3 6 8 2 1		
R_0feELIOMITu3YZD		Once a mor			College/Sor \$50,000 - \$ Control Cell 2 1 3 4 5 2 1 3				6 7 2 4 3 2 1		

## Control Cell

V1	V8	V9	V10	ftouch	id	gc	Q1	Q2	Q3	Q4	Q8	Q9_1	Q9_2
ResponseID	StartDate	EndDate	Finished	ftouch	id	gc	Thank / you What is you Which of th In the next Please look We would I We would I						
R_cOX36UUUsYzS5jk9	9/19/2012 9:33	9/19/2012 9:37	1	DPDM75D3 EFF925VM	1	Yes	Female	45 - 54	1	1			
R_b1JzCiaoxgubrQV	9/19/2012 9:37	9/19/2012 9:40	1	DPDM75HJ EFF925VM	1	Yes	Female	55 - 64	1	1			
R_a5JqNpfnjaeBFUp	9/19/2012 9:43	9/19/2012 9:44	1	DPDM75QF EFF925VM	1	Yes	Male	35 - 44	1	1			
R_8IGH25cZnKzzOzH	9/19/2012 9:41	9/19/2012 9:45	1	DPDM75M EFF925VM	1	Yes	Female	45 - 54	1	1			
R_24emlm6Krjx7Uot	9/19/2012 9:45	9/19/2012 9:46	1	DPDM75S8 EFF925VM	1	Yes	Male	25 - 34	1	1			
R_6gmh1yL8qiybM9f	9/19/2012 9:46	9/19/2012 9:48	1	DPDM75ST EFF925VM	1	Yes	Male	45 - 54	1	1			
R_1QWVlr1HV7WnZWZ	9/19/2012 9:52	9/19/2012 9:54	1	DPDM7787 EFF925VM	1	Yes	Female	18 - 24	1	1	Facebook		
R_2t9DQtk5COFc4ip	9/19/2012 9:50	9/19/2012 9:54	1	DPDM774K EFF925VM	1	Yes	Female	65 or older	1	1	Facebook		
R_aftWvzt79nlZTyR	9/19/2012 9:51	9/19/2012 9:56	1	DPDM7784 EFF925VM	1	Yes	Female	65 or older	1	1			
R_1Y6zcmIzLtyHdTn	9/19/2012 9:57	9/19/2012 9:58	1	DPDM77BV EFF925VM	1	Yes	Male	65 or older	1	1			
R_b90AVbUHVDrhbV3	9/19/2012 9:56	9/19/2012 9:59	1	DPDM77BN EFF925VM	1	Yes	Male	65 or older	1	1			
R_6glAZLaPXXvim5T	9/19/2012 9:58	9/19/2012 10:00	1	DPDM77C3 EFF925VM	1	Yes	Male	25 - 34	1	1			
R_0B1eDUzhUoEeuKB	9/19/2012 10:00	9/19/2012 10:03	1	DPDM77CF EFF925VM	1	Yes	Female	65 or older	1	1			
R_aWZvd0EkMWxjUc5	9/19/2012 10:01	9/19/2012 10:03	1	DPDM77CV EFF925VM	1	Yes	Male	65 or older	1	1			
R_bPkXGwCLyjjK7Dn	9/19/2012 10:02	9/19/2012 10:05	1	DPDM77CJ EFF925VM	1	Yes	Male	35 - 44	1	1	Facebook		
R_8JuLk8f7qbKckU5	9/19/2012 10:05	9/19/2012 10:07	1	DPDM77FV EFF925VM	1	Yes	Female	35 - 44	1	1			
R_cCRfBlmHuQd4d76t	9/19/2012 10:06	9/19/2012 10:09	1	DPDM77GE EFF925VM	1	Yes	Male	25 - 34	1	1			
R_bKiKQzvznvH1DyB	9/19/2012 10:10	9/19/2012 10:14	1	DPDM77ZN EFF925VM	1	Yes	Male	55 - 64	1	1			
R_bfQmN91KG8k0gVT	9/19/2012 10:15	9/19/2012 10:17	1	DPDM75DI EFF925VM	1	Yes	Male	35 - 44	1	1			
R_eLjmealOoWqMk7z	9/19/2012 10:22	9/19/2012 10:24	1	DPDM793K EFF925VM	1	Yes	Male	25 - 34	1	1			
R_0rk8dugEvl0eFU1	9/19/2012 10:22	9/19/2012 10:25	1	DPDM792S EFF925VM	1	Yes	Male	65 or older	1	1			
R_dnXhl9iBmo2789	9/19/2012 10:25	9/19/2012 10:30	1	DPDM799I EFF925VM	1	Yes	Male	45 - 54	1	1			
R_OJ57egImz3zUXCI	9/19/2012 10:34	9/19/2012 10:35	1	DPDM7B2N EFF925VM	1	Yes	Male	18 - 24	1	1			
R_1X0my1XpbBNAdlH	9/19/2012 10:35	9/19/2012 10:37	1	DPDM7B3C EFF925VM	1	Yes	Male	55 - 64	1	1			
R_6LSEaPKeNCJVMvX	9/19/2012 10:35	9/19/2012 10:38	1	DPDM7B4F EFF925VM	1	Yes	Male	65 or older	1	1			
R_a4y1PoWS4DfJ2T3	9/19/2012 10:40	9/19/2012 10:44	1	DPDM7B59 EFF925VM	1	Yes	Male	35 - 44	1	1			
R_9SsdVzoDV4zFQNL	9/19/2012 10:42	9/19/2012 10:45	1	DPDM7BRT EFF925VM	1	Yes	Male	45 - 54	1	1			
R_bOBu4BWuyfCkh15	9/19/2012 10:54	9/19/2012 10:59	1	DPDM7FTR EFF925VM	1	Yes	Male	35 - 44	1	1			
R_3dC04lcMtYyLv05	9/19/2012 11:05	9/19/2012 11:08	1	DPDM7K34 EFF925VM	1	Yes	Male	45 - 54	1	1			
R_87X4Yk6TtTnL9Fr	9/19/2012 11:15	9/19/2012 11:18	1	DPDM7NP EFF925VM	1	Yes	Male	35 - 44	1	1	Facebook		

## Control Cell

V1	Q9_3	Q9_4	Q9_5	Q9_6	Q9_7	Q9_8	Q9_9	Q9_9_TEXT	Q9_10	Q10	Q11_1	Q11_2	Q11_3	Q11_4
R_cOX36UUssYzS5jk9	We would I	We would I	We would I	We would I	We would I	We would I	When cons	On which, i	On which, i	On which, i				
R_b1JzCiaoxgubrQV				CNN	The New York Times					it was the o	Facebook			
R_a5JqNpfnjaeBFUp					The New York Times					It just seem	Facebook	LinkedIn		Twitter
R_8IGH25cZnKzzOzH										None of the	I've never h	Facebook	Google+	Twitter
R_24emlm6Krjx7Uot										None of the	It's not som	Facebook		
R_6gmh1yL8qiybM9f										None of the	Never hear	Facebook	Google+	Twitter
R_1QWVlr1HV7WnZWZ										News, "Tim	Facebook	LinkedIn	Google+	Twitter
R_2t9DQtk5COfc4ip										I relate it to	Facebook	LinkedIn	Google+	Twitter
R_aftWvzt79nlZTyR										saw some c	Facebook			
R_1Y6zcmIzLtyHdTn										None of the	I did not relate the name to any of the options			
R_b90AVbUHVDrbV3				CNN	YouTube					no particula	Facebook			
R_6glAZLaPXXvim5T					The New York Times					Less advert	Facebook			
R_0B1eDUzhUoEeukB								Other (plea	Picasa	They are a t	Facebook	LinkedIn	Google+	
R_aWZvd0EkMWxjUc5										None of the	I have no id	Facebook		
R_bPKXGwCLyjjK7Dn	Twitter				YouTube					Can't view				
R_8JuLk8f7qbKckU5					YouTube					It's on ever	Facebook	LinkedIn	Google+	Twitter
R_cCRfBlmHuQ4d76t										None of the	could not s	Facebook		
R_bKiKQzvznvH1DyB										I think becu	Facebook	LinkedIn	Google+	Twitter
R_bfQmN91KG8k0gVT										None of the	I am not far	Facebook		
R_eLjmealOoWqMk7z										None of the	I am not far	Facebook	Google+	Twitter
R_0rk8dugEvl0eFU1										None of the	DID NOT NI	Facebook		
R_dnXxhl9iBmo2789										None of the	Never hear	Facebook		
R_OJ57egImz3zUXCI										None of the	None of the	Facebook		
R_1X0my1XpbBNAdlH										None of the	never heard of	timescapes		
R_6LSEaPKeNCJVMvX										None of the	i am unfamiliar with	Timescapes		
R_a4y1PoWS4DfJ2T3										The beginin	Facebook		Google+	
R_9SsdVzoDV4zFQNL	Google+									None of the	It is a histor	Facebook		Twitter
R_bOBu4BWuyfCkhi5										Because it c	Facebook			Twitter
R_3dC04lcMtYyLv05										None of the	I didn't see a reference	LinkedIn		
R_87X4Yk6TtTnL9Fr										It sounds lli	Facebook			

## Control Cell

V1	Q11_5	Q11_6	Q12	Q13	Q14	DO-BR-FL_t	DO-Q-Q11	DO-Q-Q1	DO-Q-Q6	DO-Q-Q9	DO-Q-Q2
ResponseID	On which, i On which, i Approximat	On which, i	Now, a few	Which of th	Display	Orc	Display	Orc	if any	of the follo	Display
R_cOX36UUUsYzS5jk9				Less than o	High schoo	\$35,000 - \$ Control	Cell 5 2 4 3 1 2 1 3			2 7 6 8 5 2 1	
R_b1JzCiaoxgubrQV			Daily		College/Sor	\$35,000 - \$ Control	Cell 5 2 4 1 3 2 1 3			5 7 4 8 2 1 2	
R_a5JqNpfnjaeBFUp			Daily		College/Sor	\$50,000 - \$ Control	Cell 4 5 2 1 3 2 1 3			7 4 2 8 1 1 2	
R_8IGH25cZnKzzOzH			2-3 times a		High schoo	\$50,000 - \$ Control	Cell 5 2 4 3 1 1 2 3			5 6 8 2 7 1 2	
R_24emlm6Krjx7Uot			Daily		Graduate S	\$35,000 - \$ Control	Cell 2 5 1 4 3 1 2 3			7 2 4 8 1 1 2	
R_6gmh1yL8qiybM9f	Foursquare	Daily			College/Sor	\$100,000 - Control	Cell 2 1 4 3 5 2 1 3			7 3 2 6 1 2 1	
R_1QWVlr1HV7WnZWZ	Foursquare	Daily			College/Sor Under \$35,	Control Cell 1 5 3 2 4 1 2 3			8 2 7 4 5 1 2		
R_2t9DQtk5COfc4ip		Daily			College/Sor	\$35,000 - \$ Control	Cell 5 2 4 3 1 1 2 3			7 6 3 1 5 2 1	
R_aftWvzt79nlZTyR	None of the above				College/Sor	\$35,000 - \$ Control	Cell 1 5 3 4 2 1 2 3			8 7 4 5 6 2 1	
R_1Y6zcmIzLtyHdTn		Daily			Graduate S	\$125,000 a Control	Cell 5 4 2 1 3 1 2 3			4 5 7 1 3 2 1	
R_b90AVbUHVDrbhV3			Less than o		Graduate S	\$100,000 - Control	Cell 2 4 3 1 5 2 1 3			5 8 4 7 6 2 1	
R_6glAZLaPXXvim5T			Once a mor		Graduate S	\$125,000 a Control	Cell 5 1 2 3 4 2 1 3			1 2 8 3 4 2 1	
R_0B1eDUzhUoEeukB		Daily			College/Sor	\$50,000 - \$ Control	Cell 3 5 4 1 2 1 2 3			4 3 2 1 6 1 2	
R_aWZvd0EkMWxjUc5	None of the above				Graduate S	\$50,000 - \$ Control	Cell 1 5 4 3 2 1 2 3			3 6 8 2 5 1 2	
R_bPKXGwCLyjjK7Dn		Daily			College/Sor	\$35,000 - \$ Control	Cell 5 3 1 2 4 2 1 3			8 1 6 3 7 2 1	
R_8JuLk8f7qbKckU5		2-3 times a			College/Sor Under \$35,	Control Cell 3 4 1 2 5 2 1 3			4 7 5 1 8 1 2		
R_cCRfBlmHuQ4d76t		Daily			College/Sor	\$50,000 - \$ Control	Cell 3 5 1 4 2 1 2 3			6 5 8 1 4 1 2	
R_bKiKQzvznvH1DyB					Graduate S	\$100,000 - Control	Cell 1 4 2 5 3 2 1 3			7 6 2 1 5 1 2	
R_bfQmN91KG8k0gVT		Daily			College/Sor	\$50,000 - \$ Control	Cell 4 3 2 1 5 2 1 3			5 2 4 7 3 2 1	
R_eLjmealOoWqMk7z		Daily			Graduate S	\$50,000 - \$ Control	Cell 3 5 4 2 1 2 1 3			5 1 8 3 2 2 1	
R_0rk8dugEvl0eFU1		2-3 times a			Graduate S	\$35,000 - \$ Control	Cell 3 4 2 5 1 2 1 3			4 3 1 7 6 2 1	
R_dnXxhl9iBmo2789		2-3 times a			High schoo	\$100,000 - Control	Cell 5 3 4 2 1 1 2 3			8 2 6 4 1 2 1	
R_OJ57egImz3zUXCI		Once a wee			Graduate S	\$50,000 - \$ Control	Cell 1 4 3 2 5 1 2 3			6 5 4 8 3 1 2	
R_1X0my1XpbBNAdlH	None of the above				Graduate S	\$35,000 - \$ Control	Cell 4 5 2 1 3 2 1 3			4 2 1 8 6 2 1	
R_6LSEaPKeNCJVMyX	None of the above				Graduate S	\$125,000 a Control	Cell 1 2 5 3 4 2 1 3			2 1 6 5 7 2 1	
R_a4y1PoWS4DfJ2T3		2-3 times a			College/Sor	\$125,000 a Control	Cell 4 3 5 1 2 1 2 3			7 2 8 1 6 2 1	
R_9SsdVzoDV4zFQNL			Less than o		Graduate S	\$125,000 a Control	Cell 2 5 3 1 4 2 1 3			8 3 5 6 4 1 2	
R_bOBu4BWuyfCkhil5		Daily			College/Sor	\$75,000 - \$ Control	Cell 2 4 5 1 3 2 1 3			5 4 3 2 7 2 1	
R_3dC04lcMtYyLv05					Graduate S	\$125,000 a Control	Cell 1 5 4 3 2 1 2 3			5 3 6 2 4 1 2	
R_87X4Yk6TtTnL9Fr		Daily			High schoo	\$35,000 - \$ Control	Cell 2 1 4 3 5 2 1 3			2 3 6 5 4 2 1	

## **Exhibit 10—Disposition of Contacts**



**Keegan & Company LLC**

Timelines, Inc. v. Facebook, Inc.

**Disposition of Contacts**

	<b>n</b>
Responded to invitation	651
Rejected - failed instruction acknowledgement question	16
Rejected - failed age question	1
Rejected - overquota	31
Rejected - partial	1
Total qualified respondents	<hr/> 602