

EXHIBIT

A

**Consumer Survey Report
("TIMELINES" and "TIMELINE")**

October 2012

FIELD
RESEARCH
CORPORATION

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Report of E. Deborah Jay, Ph.D.

I. Introduction and Summary

I am President and Chief Executive Officer of Field Research Corporation ("Field Research"), a San Francisco-based research firm specializing in marketing and public opinion surveys. Field Research was retained on behalf of Facebook, Inc., defendant in this action, to conduct two surveys with nationwide representative samples of individuals age 14 and older who have accessed or are likely to access a social networking website or a website where you can record events and contribute descriptions, photos, videos and links related to events. The purpose of the first survey ("Field Survey I") was to determine the primary significance of the name or term "TIMELINES" when used in connection with a website or website feature. The purpose of the second survey ("Field Survey II") was to determine the primary significance of the name or term "TIMELINE" when used in connection with a website or website feature.

Field Research administered two "Teflon"-style surveys, designed in accordance with the methods and format for genericness surveys endorsed in the seminal case of *E. I. Du Pont de Nemours & Co. v. Yoshida Int'l, Inc.*, 393 F. Supp. 502 (E.D.N.Y. 1975), and repeatedly reaffirmed by courts. Field Survey I and Field Survey II were performed according to accepted survey standards and in conformity with the standards discussed in the Federal Manual for Complex Litigation, 4th Ed. §11.493 (2004) and the Reference Guide on Survey Research, Federal Reference Manual on Scientific Evidence, 3rd Ed. (2011).

To be eligible for each of the surveys, individuals had to have accessed one of the following types of websites during the past 3 months or think they would do so during the next 3 months: (a) a social networking website or (b) a website where you can record events and contribute descriptions, photos, videos and links related to events. These criteria were intended to include past and potential

users of the Facebook website (which is a social networking website) and past and potential users of the Timelines website (which the website describes as a place "where registered users can record events and contribute descriptions, photos, videos and links related to events").

Telephone interviews were completed with 241 qualified respondents for Field Survey I and 238 qualified respondents for Field Survey II. After confirming their ability to distinguish brand names from common names, qualified respondents for Field Survey I were asked whether "TIMELINES" was a brand name or a common name when used in connection with a website or website feature. Qualified respondents for Field Survey II were asked whether "TIMELINE" was a brand name or a common name when used in connection with a website or website feature. Before being asked these questions, respondents were told that we only were interested in their opinions and beliefs and to say if they had not heard of a name or term or if they did not have an opinion.

The telephone interviews for Field Survey I were conducted by 23 professionally trained interviewers between October 3 and October 15, 2012, and the telephone interviews for Field Survey II were conducted by 24 professionally trained interviewers between October 5 and October 15, 2012. The interviews for Field Survey I and Field Survey II were conducted from Field Research's interviewing facilities in San Diego, California. The interviews for both surveys were double-blind: neither the interviewers nor the survey respondents were told the name of the sponsors of the survey or that the survey was being conducted in connection with litigation.

As described in detail in the discussion that follows, Field Survey I found that the primary significance of "TIMELINES" to past and potential users of the parties' websites is as a common name (generic term) when used in connection with a website or website feature. Specifically, 68% of the 241 respondents in Field Survey I thought "TIMELINES" was a common name, and 24% thought "TIMELINES" was a brand name. Less than 1% thought "TIMELINES" was both a common name and a brand name, and 8% had not heard of or did not know whether "TIMELINES" was a brand name or a

common name. In all, 92% (222 of the 241 respondents in Field Survey I) had heard of the name or term "TIMELINES" and expressed an opinion as to whether it was a brand name or a common name. Among the 222 respondents in Field Survey I who had an opinion, 74% thought that "TIMELINES" was a common name.

Field Survey II found that the primary significance of "TIMELINE" to past and potential users of the parties' websites is as a common name (generic term) when used in connection with a website or website feature. Specifically, 69% of the 238 respondents in Field Survey II thought "TIMELINE" was a common name. Approximately 24% thought "TIMELINE" was a brand name, and 7% had not heard of or did not know whether "TIMELINE" was a brand name or a common name. In all, 93% (221 of the 238 respondents in Field Survey II) had heard of the name or term "TIMELINE" and expressed an opinion as to whether it was a brand name or a common name. Among the 221 respondents in Field Survey II who had an opinion, 74% thought that "TIMELINE" was a common name.

The survey methods, findings, and my conclusions are described in the remainder of this report, which is based on the information that I have been provided and the analyses that I have performed thus far. I understand that I may be provided with additional information and/or may be asked to perform further analyses. If so, this report may be amended or revised.

II. Credentials

I am President and CEO of Field Research, one of the oldest and most respected marketing and public opinion research firms in the United States. I bring to this project more than 30 years of experience conducting large-scale surveys of all types (*e.g.*, mail, Internet, telephone and in-person), including surveys for public agencies, nonprofit organizations, private companies and law firms. I have conducted many surveys on behalf of plaintiffs and defendants in trademark cases. I have

testified in state and federal courts, and routinely have been qualified by courts as an expert in survey methodology. I also have lectured on trademark and survey issues before bar associations, trade associations, and business and law schools.

With respect to trademark surveys in particular, in 2012 I authored a chapter that outlined the history and impact of genericness surveys in trademark disputes for a book, Trademark and Deceptive Advertising Surveys: Law, Science, and Design, published by the American Bar Association [E. Deborah Jay, *Genericness Surveys in Trademark Disputes: Under the Gavel*]. I have served on the International Trademark Association's (INTA) Brand Names Education Foundation, and am a member of the editorial board of The Trademark Reporter. During my career, I have conducted over 500 surveys, and I have directed more than 150 surveys in connection with trademark disputes, including genericness surveys as well as secondary meaning and likelihood-of-confusion surveys.

I hold a bachelor's degree in psychology and political science from the University of California at Los Angeles (*magna cum laude*) and a master's degree and doctorate in political science from the University of California at Berkeley. Before joining Field Research in 1991, I was a program director at SRI International (formerly Stanford Research Institute). I also was a manager with KPMG Peat Marwick in San Francisco, and a research associate at the Survey Research Center at the University of California at Berkeley.

I am past chair of the Council of American Survey Research Organizations (CASRO), a not-for-profit trade association representing over 300 survey research companies engaged in professional research. I served as a director of CASRO from 1995 to 2001, during which time I chaired both the Survey Research Quality and Standards and Ethics committees of that organization.

I served on the Executive Council of the American Association for Public Opinion Research (AAPOR), a professional society of over 2,000 individuals engaged in opinion research, market research, and social research. I was elected Standards Chair of the national organization and served

as president of the Pacific Chapter of AAPOR. I am a member of the advisory committee for Public Opinion Quarterly and the editorial board for Survey Practice, both official publications of AAPOR. Founded in 1947, AAPOR's membership includes individuals from every sector of the research community, including academic institutions, commercial organizations, government agencies and nonprofit organizations.

Founded in 1945 by Mervin Field, Field Research currently conducts thousands of interviews each year with representative samples of the general public, consumers, employees, corporate executives, and other populations. Field Research has conducted the nationally-quoted *Field Poll* since 1947, and has tracked voter preferences in all major statewide elections in California since 1948. Since 1948, the average deviation between *The Field Poll's* final pre-election poll in California and the actual percentage vote in California for the winning candidate in elections for President, Governor and U.S. Senate has been approximately two percentage points. *The Field Poll* is well-known throughout California for the surveys it regularly takes and publishes on issues of public importance.

III. Prior Testimony

During the past four years, I have testified in deposition and/or at trial in the following cases:

- Sutter Health Wage and Hour Cases and Coordinated Actions (Superior Court of the State of California, Alameda County).
- Romag Fasteners, Inc. v. Fossil, Inc. (United States District Court, District of Connecticut).
- Frito-Lay North America, Inc. v. Princeton Vanguard, LLC (United States Patent and Trademark Office, Trademark Trial and Appeal Board).
- Hall v. Rite Aid (Superior Court of the State of California, San Diego County).
- Innovation Ventures v. N2G Distributing (United States District Court, Eastern District of Michigan).

- Pom Wonderful LLC v. Ocean Spray Cranberries (United States District Court, Central District of California).
- Compulink Management Center, Inc. v. SAP America, Inc. (United States District Court, Central District of California).
- Lucent Technologies Inc. v. Gateway, Inc. and Microsoft Corporation (United States District Court, Southern District of California).
- Mondis Technology Ltd. v. Top Victory Electronics Co., Ltd. (United States District Court, Eastern District of Texas).
- Aurora World, Inc. v. Ty, Inc. (United States District Court, Central District of California).
- Fifty-Six Hope Road Music, Ltd. and Zion Rootswear v. A.V.E.L.A., Inc. (United States District Court, District of Nevada).
- Pom Wonderful LLC v. Tropicana Products, Inc. (United States District Court, Central District of California).
- Schlesinger v. Ticketmaster (Superior Court of the State of California, Los Angeles County).
- Pom Wonderful LLC v. Welch Foods, Inc. (United States District Court, Central District of California).
- Scarlet Keshishzadeh and Lisa Archer v. Arthur J. Gallagher (United States District Court, Southern District of California).
- Pom Wonderful LLC v. The Coca Cola Company (United States District Court, Central District of California).
- Autodesk v. Dassault Systemes Solidworks Corporation (United States District Court, Northern District of California).
- National Envelope Corporation v. American Pad and Paper LLC (United States District Court, Southern District of New York).

IV. Publications

A list of publications, publicly released technical reports, and conference papers/presentations I have authored or coauthored during the past 10 years is included in Appendix A.

V. Expert Compensation

Field Research is performing this study on a time and materials basis. Because work in connection with this project is ongoing, I do not yet know the total project costs. The hourly rate that Field Research is charging for my time on this project in 2012 is \$550.

VI. Survey Design and Administration

Under my design, direction and supervision, Field Research conducted two telephone surveys with nationwide representative samples of individuals age 14 and older who have accessed or are likely to access a social networking website or a website where you can record events and contribute descriptions, photos, videos and links related to events. The purpose of the first survey ("Field Survey I") was to determine the primary significance of the name or term "TIMELINES" when used in connection with a website or website feature. The purpose of the second survey ("Field Survey II") was to determine the primary significance of the name or term "TIMELINE" when used in connection with a website or website feature.

Field Research administered two "Teflon"-style surveys, designed in accordance with the methods and format for genericness surveys endorsed in the seminal case of *E. I. Du Pont de Nemours & Co. v. Yoshida Int'l, Inc.*, 393 F. Supp. 502 (E.D.N.Y. 1975), and repeatedly reaffirmed by courts. Field Survey I and Field Survey II were performed according to accepted survey standards and in conformity with the standards discussed in the Federal Manual for Complex Litigation, 4th Ed. §11.493 (2004) and the Reference Guide on Survey Research, Federal Reference Manual on Scientific Evidence, 3rd Ed. (2011).

Based on Field Research's instruction, Marketing Systems Group, Inc. (a firm in Horsham, Pennsylvania that specializes in developing samples for surveys) generated the telephone numbers for the two surveys using random-digit-dialing and its database of area codes and prefixes for

landline and cellular telephones in the United States. Random-digit dialing was used to generate the landline and cellular telephone numbers for the sample to ensure that each of the following types of individuals would be included in the two surveys: (a) individuals who live in households with either listed or unlisted landline telephones, and (b) individuals who do not have a landline telephone or who receive all or most of their personal calls on a cellular telephone.

Two survey instruments (questionnaires) were developed for each survey (one for interviews conducted on landline telephones and one for interviews conducted on cellular telephones). The instruments for Field Survey I and for Field Survey II were identical, except that Field Survey I included a question regarding the primary significance of "TIMELINES" and Field Survey II included a question regarding the primary significance of "TIMELINE."

Written Supervisor Instructions, Interviewer Instructions, and a set of Responses to General Questions also were developed for the two surveys. These materials were identical for Field Survey I and Field Survey II. The Responses to General Questions included background information about Field Research and provided responses for anticipated questions from potential survey respondents. (The instruments and other survey materials for Field Survey I and Field Survey II are included in Appendix B and Appendix E, respectively.)

Before interviewing began, Field Research's project staff reviewed each of the survey materials with the interviewing staff during training sessions for Field Survey I and Field Survey II. Interviewers for both surveys were monitored throughout data collection by interviewing supervisors to ensure that the interviews were conducted according to the written instructions (*i.e.*, the interviews were validated as they were conducted).

Computer programs were developed for each survey, so that the survey instruments would appear on a computer terminal and interviewers would be able to enter survey respondents' answers directly onto the computer (*i.e.*, the surveys were administered using computer-assisted telephone

interviewing or CATI). Examples of how the questionnaires appeared on the computer (*i.e.*, sample CATI screens) are included in Appendix C for Field Survey I and in Appendix F for Field Survey II.

Because many individuals in the United States do not have a landline telephone or receive all or most of their personal calls on a cellular telephone, approximately half of the screening interviews to determine eligibility for Field Survey I and Field Survey II were conducted on landline telephones and approximately half were conducted on cellular telephones. Age and gender quotas were set for the landline and cellular telephone screening interviews based on U.S. Census data to ensure the sample of individuals reached and screened for eligibility for each survey was representative of individuals age 14 and older in the United States.

When a household was first contacted on a randomly selected landline telephone, the computer instructed the interviewer to ask for an individual in a scientifically selected gender/age group (*e.g.*, the female age 14 to 34 living in the household who will have the next birthday). If there was an individual in the scientifically selected gender/age group living in the household and the individual was not available, the interviewer determined the best time to call back and administer the survey. If there was no individual living in the household in the scientifically selected gender/age group, the computer instructed the interviewer to ask for a person in another scientifically selected gender/age group (*e.g.*, the male age 35 to 54 living in the household who will have the next birthday) until the quota for the gender/age group was full.

When a person was reached on a randomly selected cellular telephone, the interviewer first determined the respondent's age and gender. Individuals age 14 and older also were asked whether they received all or most of their personal telephone calls on the cellular telephone on which they were reached and, if so, the interviewer continued with the interview until the quota for a gender/age group was full.

The interviews for Field Survey I and Field Survey II were introduced in the following manner:

- "Hello, my name is _____ and I'm calling from Field Research Corporation. We are conducting a short opinion survey. We are not selling anything, and individual responses are confidential."

At the beginning of the interview for each survey, the interviewer advised survey respondents that they were being monitored to ensure quality and courtesy, and then asked a series of questions to determine whether respondents were eligible for the survey. To be eligible for Field Survey I and Field Survey II, individuals age 14 and older had to have accessed one of the following types of websites during the past 3 months or say that they thought they would do so during the next 3 months: (a) a social networking website or (b) a website where you can record events and contribute descriptions, photos, videos and links related to events. Individuals who worked (or lived in a household in which someone worked) for an Internet company or in marketing research or advertising research were excluded from each survey because these individuals might have special knowledge.

The interviews for Field Survey I and Field Survey II began with the following explanation:

- "Now, I would like to ask you about your understanding of some names or terms used in connection with a website or website feature. For each one, I would like you to tell me whether you think it is a common or generic name or whether it is a brand name. A common or generic name refers to a name or term used to describe a type of website or website feature. A brand name refers to a name or term used to indicate the source of a website or website feature; that is a website or website feature from one company."
 - "Here are some examples. A MOVIE RENTAL WEBSITE is a common or generic name for a type of website, whereas NETFLIX is a brand name for a movie rental website from one company. ONLINE BANKING is a common or generic name for a type of feature on financial websites, whereas PAYPAL is a brand name for an online account from one company."
 - "Before I ask you about the following names or terms used in connection with a website or website feature, I would like to assure you that we are only interested in your opinions and beliefs. After I read a name or term, if you would like me to repeat it or to spell the name or term again, please let me know. If you have not heard of a name or term or if you don't know what it refers to, please say so."
-

Respondents for Field Survey I and Field Survey II then were asked whether "HOTMAIL" is a brand name or common name and whether "SHOPPING CART" is a brand name or common name.^{1,2} I understand that "HOTMAIL" is a free email service from Microsoft, and "SHOPPING CART" is the generic designation for a website feature that allows shoppers to create a list of items to buy and then add and remove items from the list before making a purchase. Those survey respondents who correctly identified "HOTMAIL" as a brand name and "SHOPPING CART" as a common name were administered the remainder of the questionnaire.^{3,4}

Respondents in Field Survey I who understood the difference between a brand name and common name were read a list of seven names or terms concerning websites and website features, including "TIMELINES," and six controls used to measure the meaningfulness of the data with respect to "TIMELINES."⁵ Respondents in Field Survey II who understood the difference between a brand name and common name were read a list of seven names or terms concerning websites and website features, including "TIMELINE," and six controls used to measure the meaningfulness of the data with respect to "TIMELINE."⁶

The brand names and the common names (generic terms) used as controls were the same for Field Survey I and Field Survey II. The three brand names used as controls were the following: "MAPQUEST," "MYSPACE," and "STUBHUB." (I understand that "MAPQUEST" is a free online mapping service owned by AOL, Inc.; "MYSPACE" is a social networking service owned by Myspace LLC; and "STUBHUB" is an online marketplace owned by StubHub, Inc.) The three common names (generic terms) used as controls were the following: "LOGIN," "WISH LIST," and "HELP SCREEN," which are all used in connection with numerous websites. ("LOGIN" is a website feature that visitors use to identify oneself to a computer, usually by entering a user name and password; "WISH LIST" is a website feature that allows shoppers to create a list of items that they would like to

buy some time in the future; and "HELP SCREEN" is a website feature that provides advice about how to perform a task or use a website.)

The order in which the control names or terms were read was randomized across survey respondents, and then the question pertaining to "TIMELINES" (Field Survey I) or the question pertaining to "TIMELINE" (Field Survey II) was asked. After each name or term was read and spelled, the survey respondent was asked whether it was a brand name or common name.⁷

The telephone interviews for Field Survey I were conducted by 23 professionally trained interviewers between October 3 and October 15, 2012, and the telephone interviews for Field Survey II were conducted by 24 professionally trained interviewers between October 5 and October 15, 2012.⁸ The interviews for Field Survey I and Field Survey II were conducted from Field Research's interviewing facilities in San Diego, California. The interviews for both surveys were double-blind: neither the interviewers nor the survey respondents were told the name of the sponsors of the survey or that the survey was being conducted in connection with litigation.

Randomly generated numbers for landline telephones were dialed multiple times for the following purposes: (a) to determine whether a landline telephone number was associated with a household; (b) to identify and reach a scientifically selected individual in the household; and (c) to determine whether the scientifically selected individual in the household was eligible for the survey (*e.g.*, whether he/she had accessed one of the relevant types of websites in the past 3 months or was likely to do so in the next 3 months and whether he/she understood the difference between a brand name and a common name/generic term) and, if so, to complete an interview.^{9,10}

Randomly generated numbers for cellular telephones were dialed multiple times for the following purposes: (a) to determine whether it was a cellular telephone associated with an individual; (b) to determine whether the individual associated with the cellular telephone received all or most of his/her personal calls on that cellular telephone; and (c) to determine whether the

individual met the other eligibility criteria for the survey (e.g., whether he/she had accessed one of the relevant types of websites in the past 3 months or was likely to do so in the next 3 months and whether he/she understood the difference between a brand name and a common name/generic term) and, if so, to complete an interview.^{11,12}

For Field Survey I, 590 randomly selected individuals age 14 and older were screened for eligibility and, of these, 241 were determined eligible and completed an interview. For Field Survey II, 589 randomly selected individuals age 14 and older were screened for eligibility and, of these, 238 were determined eligible and completed an interview.^{13,14}

VII. Sample Characteristics and Representativeness

Table 1 compares the age and gender distributions for the following three groups: (a) individuals age 14 or older in the U.S. population, (b) individuals who were screened for eligibility for Field Survey I, and (c) individuals who were screened for eligibility for Field Survey II. As shown in Table 1, the gender and age distributions for the three groups are virtually identical.

Table 1			
Age and Gender Distributions for Individuals Age 14 or Older in the U.S. Population, and for Individuals Screened for Eligibility for Field Survey I and Field Survey II			
	U.S. Population Age 14 or Older[^]	Individuals Screened for Field Survey I <i>(n = 590)</i>	Individuals Screened for Field Survey II <i>(n = 589)</i>
Gender			
Male	48%	49%	49%
Female	52	51	51
Age			
14 to 34	35%	34%	35%
35 to 54	33	33	33
55 and older	32	33	32

[^] Source: U.S. Census Bureau (www.census.gov).

Table 2 compares the age and gender distributions for the following three groups: (a) individuals age 14 or older in the U.S. population, (b) individuals who were determined eligible and

completed interviews for Field Survey I, and (c) individuals who were determined eligible and completed interviews for Field Survey II. As shown in Table 2, the samples of individuals who qualified for Field Survey I and for Field Survey II include a smaller percentage of individuals age 55 and older, relative to the U.S. population. This is because individuals age 55 and older were less apt to be past or potential users of a social networking website or a website where you can record events and contribute descriptions, photos, videos and links related to events.

Table 2			
Age and Gender Distributions for Individuals Age 14 or Older in the U.S. Population, and for Eligible Individuals Who Completed Interviews for Field Survey I and Field Survey II			
	U.S. Population Age 14 or Older [^]	Eligible Field Survey I Respondents <i>(n = 241)</i>	Eligible Field Survey II Respondents <i>(n = 238)</i>
Gender			
Male	48%	45%	47%
Female	52	55	53
Age			
14 to 34	35%	48%	49%
35 to 54	33	37	35
55 and older	32	15	16

[^] Source: U.S. Census Bureau (www.census.gov).

Table 3 compares the geographic distributions for the following three groups: (a) individuals age 14 or older in the U.S. population, (b) individuals who were screened for eligibility for Field Survey I, and (c) individuals who were screened for eligibility for Field Survey II. As shown in Table 3, the geographic distributions for the three groups are virtually identical.

Table 3 Geographic Distributions for Individuals Age 14 or Older in the U.S. Population, and for Individuals Screened for Eligibility for Field Survey I and Field Survey II			
	U.S. Population Age 14 or Older [^]	Individuals Screened for Field Survey I (n = 590)	Individuals Screened for Field Survey II (n = 589)
Region			
Northeast	18%	18%	18%
Midwest	22	22	21
South	37	37	38
West	23	23	23

[^] Source: U.S. Census Bureau (www.census.gov).

Table 4 compares the geographic distributions for the following three groups: (a) individuals age 14 or older in the U.S. population, (b) individuals who were determined eligible and completed interviews for Field Survey I, and (c) individuals who were determined eligible and completed interviews for Field Survey II. As shown in Table 4, the geographic distributions for the three groups are virtually identical.

Table 4 Geographic Distributions for Individuals Age 14 or Older in the U.S. Population, and for Eligible Individuals Who Completed Interviews for Field Survey I and Field Survey II			
	U.S. Population Age 14 or Older [^]	Eligible Field Survey I Respondents (n = 241)	Eligible Field Survey II Respondents (n = 238)
Region			
Northeast	18%	18%	19%
Midwest	22	23	22
South	37	35	35
West	23	24	24

[^] Source: U.S. Census Bureau (www.census.gov).

To qualify for Field Survey I and for Field Survey II, individuals age 14 and older had to have accessed one of the following types of websites in the past 3 months or say that they thought they would do so in the next 3 months: a social networking website and/or a website where you can record events and contribute descriptions, photos and links related to events. As shown in Table 5,

approximately 94% of respondents for Field Survey I and 92% for Field Survey II said they had accessed a social networking website during the past 3 months or they thought they would do so during the next 3 months. The majority of respondents for Field Survey I (71%) and for Field Survey II (71%) said they had accessed a website where you can record events and contribute descriptions, photos and links related to events during the past 3 months or they thought they would do so during the next 3 months.

Table 5		
Extent to Which Respondents in Field Survey I and Field Survey II Have Accessed Or Will Access Various Types of Websites*		
	Field Survey I Respondents <i>(n = 241)</i>	Field Survey II Respondents <i>(n = 238)</i>
Accessed this type of website in the past 3 months or Will access this type of website in the next 3 months		
A social networking website	94%	92%
A website where you can record events and contribute descriptions, photos, videos and links related to events	71	71

* Based on responses to Questions S2c/d and S3c/d.

Field Survey I and Field Survey II were conducted according to accepted survey standards, and based on the overall design and execution of the surveys they provide representative information regarding the primary significance of "TIMELINES" and "TIMELINE" when used in connection with a website or website feature.¹⁵

VIII. Survey Results

This section summarizes the findings from Field Survey I and Field Survey II. Appendix D and Appendix G include the underlying data tables (computer printouts) for the analyses in this report based on Field Survey I and Field Survey II, respectively.

A. Field Survey I (“Timelines”)

Field Survey I found that the primary significance of "TIMELINES" when used in connection with a website or website feature is as a common name (generic term) and not a brand name. As shown in Table 6, 68% of respondents in Field Survey I thought "TIMELINES" was a common name and 24% thought it was a brand name. Less than 1% thought "TIMELINES" was both a common name and a brand name, and 8% had not heard of or did not know whether "TIMELINES" was a brand name or common name.

Table 6 Primary Significance of "TIMELINES" Among All Respondents in Field Survey I	
	<i>(n = 241)</i>
Common name	68%
Brand name	24
Both	<1
Have not heard of it/Don't know	8

In all, 92% (222 of the 241 respondents in Field Survey I) had heard of the name or term "TIMELINES" and expressed an opinion as to whether it was a brand name or a common name. Table 7 shows the primary significance of "TIMELINES" to the 222 respondents in Field Survey I who had an opinion. As shown in Table 7, among those who had an opinion, 74% of respondents in Field Survey I thought "TIMELINES" was a common name.

Table 7 Primary Significance of "TIMELINES" Among Respondents in Field Survey I Who Had an Opinion	
	<i>(n = 222)</i>
Common name	74%
Brand name	26
Both	<1

Table 8 shows the percentage of Field Survey I respondents in various subgroups who thought that "TIMELINES" was a common name (generic term). As shown in Table 8, regardless of age, gender, or whether the respondent was a past or potential user of a social networking website or a website where you can record events and contribute descriptions, photos, videos and links related to events, a majority of respondents in Field Survey I thought "TIMELINES" was a common name. For example, 68% of males and 68% of females thought "TIMELINES" was a common name. With respect to age, 70% of 14 to 34 year-olds and 66% of individuals age 35 or older thought "TIMELINES" was a common name. Approximately 70% of respondents in Field Survey I who were past or potential users of a social networking website, and approximately 72% who were past or potential users of a website where you can record events and contribute descriptions, photos, videos and links related to events thought "TIMELINES" was a common name.

Table 8	
Percentage Who Thought "TIMELINES" Was a Common Name (Generic Term) for Various Subgroups, Among All Respondents in Field Survey I	
Total (<i>n</i> = 241)	68%
Gender	
Males (<i>n</i> = 108)	68%
Females (<i>n</i> = 133)	68
Age	
14 to 34 (<i>n</i> = 117)	70%
35 or older (<i>n</i> = 124)	66
Type of Website Accessed in the Past 3 Months or Will Access in the Next 3 Months	
A social networking website (<i>n</i> = 227)	70%
A website where you can record events and contribute descriptions, photos, videos and links related to events (<i>n</i> = 172)	72

Table 9 shows the percentage of respondents in Field Survey I who thought "TIMELINES" was a common name (generic term) for various subgroups, among those who expressed an opinion. As shown in Table 9, regardless of age, gender, or whether the respondent was a past or potential user of

a social networking website or a website where you can record events and contribute descriptions, photos, videos and links related to events, the majority of respondents in Field Survey I who expressed an opinion thought "TIMELINES" was a common name. For example, among those who expressed an opinion, 72% of males and 76% of females thought "TIMELINES" was a common name. Among those who expressed an opinion, 72% of 14 to 34 year-olds and 76% of individuals age 35 or older thought "TIMELINES" was a common name.

Table 9	
Percentage Who Thought "TIMELINES" Was a Common Name (Generic Term) for Various Subgroups, Among Respondents in Field Survey I Who Expressed an Opinion	
Total (<i>n</i> = 222)	74%
Gender	
Males (<i>n</i> = 102)	72%
Females (<i>n</i> = 120)	76
Age	
14 to 34 (<i>n</i> = 114)	72%
35 or older (<i>n</i> = 108)	76
Type of Website Accessed in the Past 3 Months or Will Access in the Next 3 Months	
A social networking website (<i>n</i> = 211)	75%
A website where you can record events and contribute descriptions, photos, videos and links related to events (<i>n</i> = 163)	76

As indicated, six control names or terms were included in Field Survey I to measure the meaningfulness of the data with respect to "TIMELINES." A majority of the respondents in Field Survey I correctly identified the controls "LOGIN" (92%), "WISH LIST" (79%) and "HELP SCREEN" (75%) as common names, and "STUBHUB" (72%), "MYSPACE" (96%), and "MAPQUEST" (96%) as brand names. These findings demonstrate that respondents in Field Survey I were familiar with various names concerning websites and website features and that they understood the difference between a brand name and a common name (generic term). (These results are shown in Table 10.)

Table 10 Primary Significance of Various Names or Terms Concerning Websites and Website Features, Among All Respondents in Field Survey I							
	LOGIN	WISH LIST	HELP SCREEN	TIMELINES	STUBHUB	MYSPACE	MAPQUEST
	(n = 241)	(n = 241)	(n = 241)	(n = 241)	(n = 241)	(n = 241)	(n = 241)
Common name	92%	79%	75%	68%	8%	4%	4%
Brand name	5	13	13	24	72	96	96
Both	0	<1	<1	<1	0	0	0
Haven't heard of it/ Don't know	3	7	12	8	20	0	<1

Table 11 shows the results for each name or term among respondents in Field Survey I who had an opinion. As shown in Table 11, among those who had an opinion, a majority of the respondents in Field Survey I correctly identified the controls "LOGIN" (94%), "WISH LIST" (86%) and "HELP SCREEN" (84%) as common names, and "STUBHUB" (90%), "MYSPACE" (96%), and "MAPQUEST" (96%) as brand names. Once again, these findings demonstrate that respondents in Field Survey I understood the difference between a brand name and a common name (generic term).

Table 11 Primary Significance of Various Names or Terms Concerning Websites and Website Features, Among Respondents in Field Survey I Who Expressed an Opinion							
	LOGIN	WISH LIST	HELP SCREEN	TIMELINES	STUBHUB	MYSPACE	MAPQUEST
	(n = 234)	(n = 223)	(n = 213)	(n = 222)	(n = 193)	(n = 241)	(n = 240)
Common name	94%	86%	84%	74%	10%	4%	4%
Brand name	6	14	15	26	90	96	96
Both	0	<1	<1	<1	0	0	0

B. Field Survey II (“Timeline”)

Field Survey II found that the primary significance of "TIMELINE" when used in connection with a website or website feature is as a common name (generic term) and not a brand name. As shown in Table 12, 69% of respondents in Field Survey II thought "TIMELINE" was a common name, whereas only 24% thought "TIMELINE" was a brand name. Approximately 7% of respondents in

Field Survey II had not heard of or did not know whether "TIMELINE" was a brand name or a common name.

Table 12 Primary Significance of "TIMELINE" Among All Respondents in Field Survey II	
	<i>(n = 238)</i>
Common name	69%
Brand name	24
Both	0
Have not heard of it/Don't know	7

In all, 93% (221 of the 238 respondents in Field Survey II) had heard of the name or term "TIMELINE" and expressed an opinion as to whether it was a brand name or a common name. Table 13 shows the primary significance of "TIMELINE" to the 221 respondents in Field Survey II who had an opinion. As shown in Table 13, among those who had an opinion, 74% of respondents in Field Survey II thought "TIMELINE" was a common name.

Table 13 Primary Significance of "TIMELINE" Among Respondents in Field Survey II Who Had an Opinion	
	<i>(n = 221)</i>
Common name	74%
Brand name	26
Both	0

Table 14 shows the percentage of Field Survey II respondents in various subgroups who thought that "TIMELINE" was a common name (generic term). As shown in Table 14, regardless of age, gender, or whether the respondent was a past or potential user of a social networking website or a website where you can record events and contribute descriptions, photos, videos and links related to events, a majority of respondents in Field Survey II thought "TIMELINE" was a common name. For example, 58% of males and 78% of females thought "TIMELINE" was a common name. With respect

to age, 64% of 14 to 34 year-olds and 73% of individuals age 35 or older thought "TIMELINE" was a common name. Approximately 69% of respondents in Field Survey II who were past or potential users of a social networking website, and approximately 70% who were past or potential users of a website where you can record events and contribute descriptions, photos, videos and links related to events thought "TIMELINE" was a common name.

Table 14 Percentage Who Thought "TIMELINE" Was a Common Name (Generic Term) for Various Subgroups Among All Respondents in Field Survey II	
Total (<i>n</i> = 238)	69%
Gender	
Males (<i>n</i> = 113)	58%
Females (<i>n</i> = 125)	78
Age	
14 to 34 (<i>n</i> = 116)	64%
35 or older (<i>n</i> = 122)	73
Type of Website Accessed in the Past 3 Months or Will Access in the Next 3 Months	
A social networking website (<i>n</i> = 218)	69%
A website where you can record events and contribute descriptions, photos, videos and links related to events (<i>n</i> = 170)	70

Table 15 shows the percentage of respondents in Field Survey II who thought "TIMELINE" was a common name (generic term) for various subgroups, among those who expressed an opinion. As shown in Table 15, regardless of age, gender, or whether the respondent was a past or potential user of a social networking website or a website where you can record events and contribute descriptions, photos, videos and links related to events, the majority of respondents in Field Survey II who expressed an opinion thought "TIMELINE" was a common name. For example, among those who expressed an opinion, 64% of males and 82% of females thought "TIMELINE" was a common name. Among those who expressed an opinion, 67% of 14 to 34 year-olds and 80% of individuals age 35 or older thought "TIMELINE" was a common name.

Table 15 Percentage Who Thought "TIMELINE" Was a Common Name (Generic Term) for Various Subgroups, Among Respondents in Field Survey II Who Expressed an Opinion	
Total (<i>n</i> = 221)	74%
Gender	
Males (<i>n</i> = 103)	64%
Females (<i>n</i> = 118)	82
Age	
14 to 34 (<i>n</i> = 110)	67%
35 or older (<i>n</i> = 111)	80
Type of Website Accessed in the Past 3 Months or Will Access in the Next 3 Months	
A social networking website (<i>n</i> = 204)	74%
A website where you can record events and contribute descriptions, photos, videos and links related to events (<i>n</i> = 159)	75

As indicated, six control names or terms were included in Field Survey II to measure the meaningfulness of the data with respect to "TIMELINE." A majority of the respondents in Field Survey II correctly identified the controls "LOGIN" (95%), "WISH LIST" (85%) and "HELP SCREEN" (85%) as common names, and "STUBHUB" (69%), "MYSPACE" (95%), and "MAPQUEST" (98%) as brand names. These findings demonstrate that respondents in Field Survey II were familiar with various names concerning websites and website features and that they understood the difference between a brand name and a common name (generic term). (These results are shown in Table 16.)

Table 16 Primary Significance of Various Names or Terms Concerning Websites and Website Features, Among All Respondents in Field Survey II							
	LOGIN	WISH LIST	HELP SCREEN	TIMELINE	STUBHUB	MYSPACE	MAPQUEST
	(<i>n</i> = 238)	(<i>n</i> = 238)	(<i>n</i> = 238)	(<i>n</i> = 238)	(<i>n</i> = 238)	(<i>n</i> = 238)	(<i>n</i> = 238)
Common name	95%	85%	85%	69%	5%	5%	2%
Brand name	4	9	6	24	69	95	98
Both	0	0	0	0	0	0	0
Haven't heard of it/ Don't know	1	6	9	7	26	0	0

Table 17 shows the results for each name or term among respondents in Field Survey II who had an opinion. As shown in Table 17, among those who had an opinion, a majority of the respondents in Field Survey II correctly identified the controls "LOGIN" (96%), "HELP SCREEN" (94%), and "WISH LIST" (91%) as common names, and "STUBHUB" (93%), "MYSPACE" (95%), and "MAPQUEST" (98%) as brand names. Once again, these findings demonstrate that respondents in Field Survey II understood the difference between a brand name and a common name (generic term).

Table 17 Primary Significance of Various Names or Terms Concerning Websites and Website Features, Among Respondents in Field Survey II Who Expressed an Opinion							
	LOGIN	HELP SCREEN	WISH LIST	TIMELINE	STUBHUB	MYSPACE	MAPQUEST
	(n = 235)	(n = 216)	(n = 223)	(n = 221)	(n = 177)	(n = 238)	(n = 238)
Common name	96%	94%	91%	74%	7%	5%	2%
Brand name	4	6	9	26	93	95	98
Both	0	0	0	0	0	0	0

IX. Conclusions

Field Survey I and Field Survey II were conducted according to accepted survey standards, and based on their overall design and execution, the surveys provide representative information regarding the primary significance of "TIMELINES" and "TIMELINE" when used in connection with a website or website feature.

Field Survey I found that the primary significance of "TIMELINES" to past and potential users of the parties' websites is as a common name (generic term) when used in connection with a website or website feature. Specifically, 68% of the 241 respondents in Field Survey I thought "TIMELINES" was a common name, and 24% thought "TIMELINES" was a brand name. Less than 1% thought "TIMELINES" was both a common name and a brand name, and 8% had not heard of or did not know whether "TIMELINES" was a brand name or a common name. In all, 92% (222 of the 241 respondents

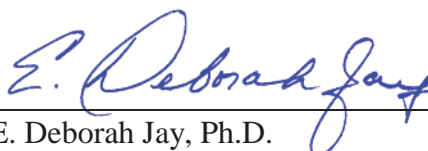
in Field Survey I) had heard of the name or term "TIMELINES" and expressed an opinion as to whether it was a brand name or a common name. Among the 222 respondents in Field Survey I who had an opinion, 74% thought that "TIMELINES" was a common name.

Field Survey II found that the primary significance of "TIMELINE" to past and potential users of the parties' websites is as a common name (generic term) when used in connection with a website or website feature. Specifically, 69% of the 238 respondents in Field Survey II thought "TIMELINE" was a common name. Approximately 24% thought "TIMELINE" was a brand name, and 7% had not heard of or did not know whether "TIMELINE" was a brand name or a common name. In all, 93% (221 of the 238 respondents in Field Survey II) had heard of the name or term "TIMELINE" and expressed an opinion as to whether it was a brand name or a common name. Among the 221 respondents in Field Survey II who had an opinion, 74% thought that "TIMELINE" was a common name.

It is my opinion, based on my analysis of Field Survey I, my professional experience, and my education, that Field Survey I strongly supports the conclusion that "TIMELINES" is a generic term and does not have trademark significance when used in connection with a website or website feature. Further, it is my opinion, based on my analysis of Field Survey II, my professional experience, and my education, that Field Survey II strongly supports the conclusion that "TIMELINE" is a generic term and does not have trademark significance when used in connection with a website or website feature.

I declare under penalty of perjury under the laws of the United States that the foregoing is true and correct.

Executed this 23rd day of October 2012 at San Francisco, California.



E. Deborah Jay, Ph.D.

ENDNOTES

- 1 The order of the questions pertaining to "HOTMAIL" and "SHOPPING CART" was rotated across respondents for Field Survey I and Field Survey II (*i.e.*, approximately half the respondents in each survey were asked about "HOTMAIL" first and approximately half the respondents were asked about "SHOPPING CART" first).
- 2 The order of the response categories for the questions pertaining to "HOTMAIL" and "SHOPPING CART" also was rotated across respondents for Field Survey I and Field Survey II. For example, approximately half the respondents for each survey were asked whether each of these names or terms was a "brand name or common name," and approximately half the respondents were asked whether each of these names or terms was a "common name or brand name."
- 3 Of the 590 individuals screened for eligibility for Field Survey I, 320 respondents were past or potential users of a social networking website or a website where you can record events and contribute descriptions, photos, videos and links related to events. These respondents were asked the questions pertaining to "HOTMAIL" and "SHOPPING CART." Of the 320 respondents for Field Survey I who were asked these questions, 88% correctly understood that "HOTMAIL" was a "brand name" and 84% correctly understood that "SHOPPING CART" was a "common name."
- 4 Of the 589 individuals screened for eligibility for Field Survey II, 320 respondents were past or potential users of a social networking website or a website where you can record events and contribute descriptions, photos, videos and links related to events. These respondents were asked the questions pertaining to "HOTMAIL" and "SHOPPING CART." Of the 320 respondents for Field Survey II who were asked these questions, 85% correctly understood that "HOTMAIL" was a "brand name" and 88% correctly understood that "SHOPPING CART" was a "common name."
- 5 The question pertaining to "TIMELINES" was worded as follows for approximately half the respondents in Field Survey I: "Do you think TIMELINES, which is spelled 'T-I-M-E-L-I-N-E-S,' is a brand name or common name?" It was worded as follows for the other half of the respondents in Field Survey I: "Do you think TIMELINES, which is spelled 'T-I-M-E-L-I-N-E-S,' is a common name or brand name?"
- 6 The question pertaining to "TIMELINE" was worded as follows for approximately half the respondents in Field Survey II: "Do you think TIMELINE, which is spelled 'T-I-M-E-L-I-N-E,' is a brand name or common name?" It was worded as follows for the other half of the respondents in Field Survey II: "Do you think TIMELINE, which is spelled 'T-I-M-E-L-I-N-E,' is a common name or brand name?"
- 7 The order in which the response categories were read also was randomized across respondents for Field Survey I and Field Survey II. For approximately half the survey respondents in each survey, the question wording was as follows: "Do you think (NAME), which is spelled..., is a brand name or common name?" It was worded as follows for the

other half of the respondents for each survey: "Do you think (NAME), which is spelled..., is a common name or brand name?"

When a survey respondent finished answering a question, Field Research's interviewers recorded the survey respondent's answer on a computer by selecting one of the following five response categories: brand name, common name, other (SPECIFY), haven't heard/don't know, and refused. The "other (SPECIFY)" category was provided so that interviewers could record the verbatim response for answers that did not match one of the other response categories.

8 A pretest for Field Survey I was conducted with twelve individuals on October 2, 2012. The questionnaire for the pretest was identical to the questionnaire used for Field Survey I, except for one of the brand names in the questionnaire. In the pretest questionnaire, respondents were asked whether "OPENTABLE" was a brand name or common name. In the final questionnaire, "HOTMAIL" was substituted for "OPENTABLE" because "OPENTABLE" provides restaurant reservations in a limited number of cities in the United States, whereas "HOTMAIL" is available to persons throughout the United States. Of the twelve pretest respondents, ten (84%) thought "TIMELINES" was a common name. One pretest respondent (8%) thought "TIMELINES" was a brand name, and one pretest respondent (8%) had not heard of or did not know whether "TIMELINES" was a brand name or a common name. The pretest data were not included in the survey analyses. However, had the pretest data been included in the survey analyses, the survey results would have been virtually identical. It was not necessary to conduct a pretest for Field Survey II because the questionnaire and survey procedures for Field Survey II were the same as for Field Survey I except respondents were asked about "TIMELINE" instead of "TIMELINES."

9 In all, 9,758 randomly generated landline telephone numbers were dialed for Field Survey I. Of the randomly generated landline telephone numbers, 4,192 were not usable for the following reasons: the telephone number was for a fax machine, pager/answering service, business or other non-household or the telephone number was disconnected or changed. In another 3,331 instances, the telephone number was never answered despite multiple dialing attempts.

In 2,235 instances a household was reached. In 1,714 of the households reached, there was no individual in the scientifically selected gender/age group or the scientifically selected individual was not identified. The 1,714 breaks down, as follows: in 158 instances there was no individual in the scientifically selected gender/age group living in the household; in 249 instances a knowledgeable individual in the household was never reached despite multiple attempts to do so; in 1,220 instances, someone in the household refused before the scientifically selected individual was identified; and in 87 instances the scientifically selected individual was not identified for miscellaneous other reasons (*e.g.*, due to a language or other communication barrier).

Of the 521 scientifically selected individuals who were identified, 397 were reached. Of these, 111 individuals were not screened for eligibility when they were reached (a) because they wanted to be interviewed at another time and we were unable to reach them again despite multiple attempts to do so (41 individuals) or (b) because they refused to answer the screening questions when they were reached (70 individuals).

In all, 286 randomly selected individuals in households with landline telephones were screened to determine (a) whether anyone in their household worked for an Internet company or in marketing or advertising research; (b) whether they had accessed a social networking website during the past 3 months or thought they would do so during the next 3 months; (c) whether they had accessed a website where you can record events and contribute descriptions, photos, videos and links related to events during the past 3 months or thought they would do so during the next 3 months; and (d) whether they understood the difference between a brand name and a common name (generic term).

To be eligible, an individual (a) could not live in a household in which someone worked for an Internet company or in marketing or advertising research; (b) the individual had to indicate that he/she had accessed a social networking website or a website where you can record events and contribute descriptions, photos, videos and links related to events during the past 3 months and/or think that he/she would do so in the next 3 months; and (c) the individual had to identify "HOTMAIL" as a brand name and "SHOPPING CART" as a common name. Of the 286 individuals reached on landline telephones who were screened for eligibility for Field Survey I, 104 qualified for Field Survey I and completed an interview.

- 10 In all, 9,331 randomly generated landline telephone numbers were dialed for Field Survey II. Of the randomly generated landline telephone numbers, 3,804 were not usable for the following reasons: the telephone number was for a fax machine, pager/answering service, business or other non-household or the telephone number was disconnected or changed. In another 3,427 instances, the telephone number was never answered despite multiple dialing attempts.

In 2,100 instances a household was reached. In 1,604 of the households reached, there was no individual in the scientifically selected gender/age group or the scientifically selected individual was not identified. The 1,604 breaks down, as follows: in 166 instances there was no individual in the scientifically selected gender/age group living in the household; in 313 instances a knowledgeable individual in the household was never reached despite multiple attempts to do so; in 1,038 instances, someone in the household refused before the scientifically selected individual was identified; and in 87 instances the scientifically selected individual was not identified for miscellaneous other reasons (*e.g.*, due to a language or other communication barrier).

Of the 496 scientifically selected individuals who were identified, 349 were reached. Of these, 66 individuals were not screened for eligibility when they were reached (a) because they wanted to be interviewed at another time and we were unable to reach them again despite multiple attempts to do so (30 individuals) or (b) because they refused to answer the screening questions when they were reached (36 individuals).

In all, 283 randomly selected individuals in households with landline telephones were screened to determine (a) whether anyone in their household worked for an Internet company or in marketing or advertising research; (b) whether they had accessed a social networking website during the past 3 months or thought they would do so during the next 3 months; (c) whether they had accessed a website where you can record events and contribute descriptions, photos, videos and links related to events during the past 3 months or thought they would do so during the next 3 months; and (d) whether they understood the difference between a brand name and a common name (generic term).

To be eligible, an individual (a) could not live in a household in which someone worked for an Internet company or in marketing or advertising research; (b) the individual had to indicate that he/she had accessed a social networking website or a website where you can record events and contribute descriptions, photos, videos and links related to events during the past 3 months and/or think that he/she would do so in the next 3 months; and (c) the individual had to identify "HOTMAIL" as a brand name and "SHOPPING CART" as a common name. Of the 283 individuals reached on landline telephones who were screened for eligibility for Field Survey II, 101 qualified for Field Survey II and completed an interview.

- 11 In all, 10,512 randomly generated cellular telephone numbers were dialed for Field Survey I. Of the randomly generated cellular telephone numbers, 3,302 were not usable for the following reasons: the telephone number was for a fax machine, pager/answering service, business or the telephone number was disconnected or changed. In another 3,877 instances, the telephone number was never answered despite multiple dialing attempts.

In 3,333 instances a person was reached on a cellular telephone. Of these, 226 were ineligible for the survey (a) because the person who was reached was under age 14 or in an age/gender quota group that was full (127 persons) or (b) because the person did not receive all or most of his/her personal calls on the cellular telephone on which he/she was reached (and, therefore, was ineligible to be interviewed on a cellular telephone) (99 persons). In another 2,737 instances we were unable to determine whether the person reached on the cellular telephone was eligible (a) because the person was not able to answer the questions concerning his/her age, gender, and cellular telephone use when he/she was reached (*e.g.*, because the person was driving or otherwise occupied) and we were unable to reach this person again despite multiple attempts to do so (501 persons); (b) because the person refused to answer the questions concerning his/her age, gender, and cellular telephone use when he/she was reached (2,038 persons); or (c) because of miscellaneous other reasons (*e.g.*, there was a language or other communication barrier) (198 persons).

In 370 instances the randomly selected cellular telephone was associated with an individual age 14 and older who received all or most of his/her personal calls on that cellular telephone. Of these, 66 individuals were not screened for eligibility when they were reached (a) because they wanted to be interviewed at another time and we were unable to reach them again despite multiple attempts to do so (32 persons) or (b) because they refused to answer the screening questions (34 persons).

In all, 304 randomly selected individuals on cellular telephones were screened to determine (a) whether anyone in their household worked for an Internet company or in marketing or advertising research; (b) whether they had accessed a social networking website during the past 3 months or thought they would do so during the next 3 months; (c) whether they had accessed a website where you can record events and contribute descriptions, photos, videos and links related to events during the past 3 months or thought they would do so during the next 3 months; and (d) whether they understood the difference between a brand name and a common name (generic term).

To be eligible, an individual (a) could not live in a household in which someone worked for an Internet company or in marketing or advertising research; (b) the individual had to indicate that he/she had accessed a social networking website or a website where you can record events and contribute descriptions, photos, videos and links related to events during the past 3 months and/or think that he/she would do so in the next 3 months; and (c) the individual had to identify "HOTMAIL" as a brand name and "SHOPPING CART" as a common name. Of the 304 individuals reached on a cellular telephone who were screened for eligibility for Field Survey I, 137 qualified for Field Survey I and completed an interview.

- 12 In all, 10,947 randomly generated cellular telephone numbers were dialed for Field Survey II. Of the randomly generated cellular telephone numbers, 3,206 were not usable for the following reasons: the telephone number was for a fax machine, pager/answering service, business or the telephone number was disconnected or changed. In another 4,103 instances, the telephone number was never answered despite multiple dialing attempts.

In 3,638 instances a person was reached on a cellular telephone. Of these, 240 were ineligible for the survey (a) because the person who was reached was under age 14 or in an age/gender quota group that was full (124 persons) or (b) because the person did not receive all or most of his/her personal calls on the cellular telephone on which he/she was reached (and, therefore, was ineligible to be interviewed on a cellular telephone) (116 persons). In another 3,020 instances we were unable to determine whether the person reached on the cellular telephone was eligible (a) because the person was not able to answer the questions concerning his/her age, gender, and cellular telephone use when he/she was reached (*e.g.*, because the person was driving or otherwise occupied) and we were unable to reach this person again despite multiple attempts to do so (543 persons); (b) because the person refused to answer the questions concerning his/her age, gender, and cellular telephone use when he/she was reached (2,312 persons); or (c) because of miscellaneous other reasons (*e.g.*, there was a language or other communication barrier) (165 persons).

In 378 instances the randomly selected cellular telephone was associated with an individual age 14 and older who received all or most of his/her personal calls on that cellular telephone. Of these, 72 individuals were not screened for eligibility when they were reached (a) because they wanted to be interviewed at another time and we were unable to reach them again despite multiple attempts to do so (44 persons) or (b) because they refused to answer the screening questions (28 persons).

In all, 306 randomly selected individuals on cellular telephones were screened to determine (a) whether anyone in their household worked for an Internet company or in marketing or advertising research; (b) whether they had accessed a social networking website during the past 3 months or thought they would do so during the next 3 months; (c) whether they had accessed a website where you can record events and contribute descriptions, photos, videos and links related to events during the past 3 months or thought they would do so during the next 3 months; and (d) whether they understood the difference between a brand name and a common name (generic term).

To be eligible, an individual (a) could not live in a household in which someone worked for an Internet company or in marketing or advertising research; (b) the individual had to indicate that he/she had accessed a social networking website or a website where you can record events and contribute descriptions, photos, videos and links related to events during the past 3 months and/or think that he/she would do so in the next 3 months; and (c) the individual had to identify "HOTMAIL" as a brand name and "SHOPPING CART" as a common name. Of the 306 individuals reached on a cellular telephone who were screened for eligibility for Field Survey II, 137 qualified for Field Survey II and completed an interview.

- 13 Randomly generated telephone numbers were dialed up to 6 times in order to reach an eligible individual and complete an interview for each survey.
- 14 Of the 241 eligible individuals who completed an interview for Field Survey I, 104 individuals were interviewed on a landline telephone and 137 on a cellular telephone. Of the 238 eligible individuals who completed an interview for Field Survey II, 101 individuals were interviewed on a landline telephone and 137 on a cellular telephone.
- 15 Analyses based on the overall sample of 241 completed interviews for Field Survey I have a maximum sampling error of approximately ± 6 percentage points at the 95% confidence level, and analyses based on the overall sample of 238 completed interviews for Field Survey II also have a maximum sampling error of approximately ± 6 percentage points at the 95% confidence level.

The maximum sampling error is based on percentages around 50%; percentages at either end of the distribution (*i.e.*, very small or very large percentages) have a smaller sampling error. Because sampling error is inversely correlated with sample size, percentages based on subgroups will have a larger margin of error. While there are other potential sources of error in surveys besides sampling error, the overall design and execution of the survey minimized the potential for other sources of error.

Appendix A

E. Deborah Jay, Ph.D. Publicly Released Technical Reports, Conference Papers/Presentations, and Publications Since 2002 (Author or Co-author)

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E. Deborah Jay, Ph.D. Publicly Released Technical Reports, Conference Papers/Presentations, and Publications Since 2002 (Author or Co-author)

Author or coauthor of numerous proprietary reports.

Genericness Surveys in Trademark Disputes: Under the Gavel. In Trademark and Deceptive Advertising Surveys: Law, Science, and Design, edited by Shari Seidman Diamond and Jerre B. Swann. (Chicago, IL: American Bar Association, 2012).

“He Who Steals My Good Name: The Use of Survey Evidence in Intellectual Property Cases.” Presentation at the New York City Bar Association Trademark and Copyright Committee. (New York, December 2011).

“Using Surveys to Assess Damages in Intellectual Property Disputes.” Presentation at the 2010 IP Damages Institute sponsored by the CalCPA Education Foundation. (Los Angeles, November 2010).

“Wine, Women & Song: The Use of Survey Evidence in the Gallo, Princess Diana and Napster Cases.” Presentation at The State Bar of California 35th Annual Intellectual Property Institute. (Napa, October 2010).

“Asked and Answered: Surveys in Trademark and Other Intellectual Property Disputes.” Presentation at the Florida Bar Intellectual Property Law Symposium. (Tampa, March 2010.)

“Surveys as Scientific Evidence: Anatomy of a Survey in Court.” Presentation for the Marketing Research Council. (New York, March 2010.)

“Genericness Surveys in Trademark Disputes: Evolution of Species.” 99 Trademark Reporter. 1118 (2009).

“Survey Evidence in Trademark and Other Intellectual Property Disputes.” Presentation for a seminar and roundtable hosted by Graham and Dunn for the International Trademark Association. (Seattle, January 2009.)

“Litigation Surveys.” In Encyclopedia of Survey Research Methods, edited by Paul J. Lavrakas. Volume 1. (Thousand Oaks, CA: Sage Publications, 2008.)

“Wine, Women and Song: Use of Survey Evidence in the Gallo, Princess Diana, and Napster Cases.” Presentation to the San Francisco Intellectual Property Law Association. (San Francisco, December 2006.)

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- “Improving the Representativeness of RDD Telephone Surveys by Accounting for Recent Cell Phone-Only Households.” Presentation at the PAPOR 2005 Conference sponsored by the American Association for Public Opinion Research, Pacific Chapter. (San Francisco, December 2005.)
- “Litigation Surveys.” In Polling America: An Encyclopedia of Public Opinion, edited by Samuel J. Best and Benjamin Ratcliff. Volume 1. (Westport, CT: Greenwood Press, 2005.)
- “Survey Ethics.” In Polling America: An Encyclopedia of Public Opinion, edited by Samuel J. Best and Benjamin Ratcliff. Volume 2. (Westport, CT: Greenwood Press, 2005.)
- “Taking the Public’s Pulse: Surveys Then and Now.” Keynote Address at the 2004 Marketing and Public Policy Conference sponsored by the American Marketing Association. (Salt Lake City, May 2004.)
- “Dilution Surveys: Design and Analysis Issues.” Presentation to The Barristers Club of San Francisco Intellectual Property Section. (San Francisco, June 2003.)
- “AAPOR Prepares New Statement Condemning Push Polls.” AAPOR News. (Spring 2003.)
- “Survey Evidence in Court: What It Takes to Get Through the Gate.” Presentation at the annual conference of the American Association for Public Opinion Research. (Nashville, May 2003.)
- “Polling Hewlett-Packard Employees Regarding the HP-Compaq Marriage Proposal: Speak Now or Forever Hold Your Peace.” Presentation at the PAPOR 2002 Conference sponsored by the American Association for Public Opinion Research, Pacific Chapter. (Asilomar, December 2002.)
- “Admissibility and Standards for Legal Surveys.” Presentation at the annual conference of the American Association for Public Opinion Research. (St. Petersburg, May 2002.)
- “The Cat and Canary: Napster In Court.” Presentation at the annual conference of the American Association for Public Opinion Research. (St. Petersburg, May 2002.)

Appendix B

Field Survey I: Survey Materials

- *Field Survey I (“TIMELINES”)*
 - *Supervisor Instructions*
 - *Interviewer Instructions*
 - *Responses to General Questions*
 - *Survey Instrument (Landline)*
 - *Survey Instrument (Cell)*

Field Research Corporation
San Francisco, CA 94108

583-001

FIELD SURVEY I **– Supervisor Instructions –**

Background Information

Field Research Corporation is conducting a survey with a nationwide random sample of persons age 14 and older about their understanding of some names or terms used in connection with a website or website tool. The survey will be administered using Field Research's computer-assisted-telephone interviewing system (CATI) from our interviewing facilities in California. All supervisors and interviewers must participate in a training session for the project, be familiar with the survey instruments and the written instructions for the study, and know how to use the CATI programs. There are two CATI programs for the study: one for interviews that will be conducted on landline phones and one for cell phone interviews.

Only experienced supervisors and interviewers should be assigned to the project, and all interviewing staff assigned to the project should become familiar with the CATI programs by conducting practice interviews using the CATI practice programs.

The Sample, Eligibility, and Respondent Selection

For the survey, a nationwide random sample of landline and cell phone numbers has been generated for the United States using a sampling method known as random-digit-dialing. This method of sampling ensures that (a) persons who live in households with listed and unlisted landline telephones and (b) persons who do not have a landline telephone will be included in the survey. However, some of the randomly generated telephone numbers will not be eligible (*e.g.*, they will be assigned to a business, fax machine, or modem; they will be disconnected). If an interviewer reaches such a number, he/she should assign the appropriate outcome code.

When an interviewer reaches someone in a household on a landline telephone, he/she will administer the respondent selection portion of the questionnaire to randomly select the person in the household to interview. To ensure that a representative sample is screened for eligibility, quotas have been set for males and for females in the following three age groups: (a) age 14 to 34, (b) age 35 to 54, and (c) age 55 and older. When a household is first contacted, the computer program will instruct the interviewer to ask for someone in one of the age/gender groups until the screening interviews for each group are completed. After the randomly selected respondent is identified and reached, the interviewer should administer the screener portion of the interview to determine whether the respondent is eligible for the survey.

When an interviewer reaches someone on a cell phone, he/she will first determine the respondent's age and gender. If the quota for the age/gender group is not full, the interviewer will then ask whether the respondent receives all or most of his/her personal telephone calls on this phone. If so, the interviewer will administer the screener portion of the interview to determine whether the respondent is eligible for the survey.

To be eligible for the survey, respondents must have done one or more of the following things during the past 3 months or say that they think they will do this during the next 3 months: (a) access a website where you can record events and contribute descriptions, photos, videos and links related to events and/or (b) access a social networking website. Respondents also must satisfy several other criteria (*e.g.*, not work for an Internet company, not work in marketing research or advertising research). Eligible respondents will be administered a short questionnaire.

The Survey Instrument

A survey instrument has been prepared for the study which includes: respondent selection procedures, screener questions to determine eligibility for the survey, and a questionnaire for eligible respondents. All of the items in the survey instrument specify (a) when to read the response categories, (b) the order in which the response categories are to be read, and (c) instructions for recording respondents' answers. Interviewers should be thoroughly familiar with the CATI instrument before conducting any interviews.

Scheduling Interviews and Recording Call Attempts

Randomly generated telephone numbers for households and cell phones will be dialed multiple times during the data collection period (as necessary) (a) to determine whether it is a household or cell phone telephone number, (b) to reach and screen the randomly selected person in the household (for landline telephone numbers) or to reach a person who receives all or most of his/her personal calls on a cell phone (for cell phone numbers), and (c) to complete an interview with an eligible respondent if there is one. Interviewers should record the appropriate outcome code each time they dial a telephone number (*e.g.*, completed interview, no answer, busy signal, callback).

The interview is very short and should only take about ten minutes to administer. Interviewers should attempt to administer the screening portion of the survey instrument when interviewers first reach the randomly selected person in the household (for landlines) or a person on his/her cell phone and, if eligible, the interviewer should administer the questionnaire. If the randomly selected person in a household or a cell phone respondent is unavailable or unable to complete the survey instrument when first contacted, the interviewer will need to schedule a callback at a more convenient time for the respondent. Interviewing hours will be spread as evenly as possible across all interviewers working on the study; we do not want any interviewer completing a disproportionate number of interviews.

Obtaining Cooperation

Interviewers should make every effort to maximize cooperation with the study by assuring survey respondents that this is strictly a confidential opinion survey, providing background information on Field Research, and advising potential survey respondents that the questionnaire will not take very long to complete. Interviewers should assure potential survey respondents that individual names of survey respondents will not be identified or linked to the survey results.

Conducting Interviews

Interviewers must be familiar with the survey instrument before they conduct any interviews. Interviewers should follow the script carefully (*i.e.*, read the questions in a neutral manner, exactly as they are worded in the script, and in the order listed in CATI; read response categories for a question only when instructed to do so and in the order listed on the CATI screen). The order in which certain items in the questionnaire will be asked will be randomized across survey respondents. Additionally, the order in which response categories will be read for individual items will be randomized across survey respondents.

Interviewers should allow survey respondents as much time as they need to answer each question and should record answers completely and accurately. If interviewers need respondents to speak more slowly or to repeat their answers, they should politely ask them to do so. If a respondent's answer matches a precoded response, the interviewer should enter the appropriate code for that response. If a respondent's answer does not match a precoded response the interviewer should enter the code for "other" and record the respondent's verbatim answer in the CATI screen that asks them to "specify" the respondent's answer.

Answering Questions

Interviewers should not interpret specific items or instructions in the survey instrument. If asked to do so by the survey respondent, interviewers should indicate that they do not want to bias survey respondents' answers in any way. Interviewers may offer to reread a question and ask the survey respondent to use his/her best judgment in answering it. The entire question should be reread exactly as it is worded. Interviewers should never paraphrase or reread just a portion of a question.

We have anticipated some general questions about the study and have provided standard responses that interviewers can read when answering survey respondents' questions. Supervisors and interviewers should be familiar with these questions and answers and should not attempt to answer any other questions about the study. If you or an interviewer does not know how to respond to a question or comment, offer to provide the name and number for the project director, Dr. Jay.

Confidentiality

After data for the study have been collected, personal identifiers (*e.g.*, survey respondents' names, telephone numbers) will be removed from the database. As a supervisor, you are responsible for ensuring that individual responses are kept confidential at all times. Interviewers may not divulge anything they learn during an interview except to record answers on the computer or discuss a problem with their supervisor.

Quality Control

Interviewers should be monitored throughout the data collection period to ensure that they are following the survey instructions, properly administering the survey instrument, and recording answers completely and accurately. If you or an interviewer has any questions or problems, contact Dr. Jay immediately by telephone.

Overview of Supervisor Responsibilities

Before supervising any interviews, you will need to review and understand the supervisor and interviewer instructions and be familiar with the survey instrument. You also will need to attend the training session for the project. It is your responsibility to:

- Assign only experienced interviewers to the project who have excellent interviewing skills and who are able to record survey responses accurately and completely.
- Ensure that all interviewers have participated in a project briefing and are familiar with the survey instrument and CATI program before being allowed to conduct any interviews.
- Ensure that interviewers are always supervised.
- Monitor interviewers throughout the data collection period to ensure that they properly administer the survey instrument for the study, according to the written instructions.
- Ensure that the sample is worked properly (*e.g.*, numbers are dialed multiple times; callbacks are made at scheduled times; work is spread out evenly across interviewers).
- Call Dr. Jay immediately if a supervisor or interviewer has any questions or problems.

Summary of Monitoring Activities

Interviewers may not work without a supervisor present; you will need to ensure that all interviewers do the following:

- Strictly adhere to the written instructions for conducting the study and the instructions on the survey instrument (which also will appear on the CATI screen along with the items).
- Make every effort to maximize cooperation with the study.
- Properly administer the survey instrument for the study (*e.g.*, read each question in a clear and neutral manner and in the order shown on the CATI screen).
- Read questions clearly and exactly as written; if a survey respondent says he/she does not understand a question, the interviewer should repeat the entire question.
- Read response categories only when instructed to do so and read them in the order listed on the CATI screen.
- Allow survey respondents sufficient time to answer each question before proceeding to the next one, and accurately and completely record survey respondents' answers to all questions. When necessary, the interviewer should ask the survey respondent to speak more slowly or repeat his/her answer.
- If a respondent's answer does not match a precoded response the interviewer should enter the code for "other" and record the respondent's verbatim answer in the CATI screen that asks them to "specify" the respondent's answer. If the survey respondent does not have an opinion in response to a specific question, the interviewer should enter "DK" (don't know).
- Assign an outcome code to all attempts to complete an interview.
- Keep survey materials and survey respondents' answers confidential at all times.
- Notify the supervisor immediately if the interviewer has any questions or problems.
- If the survey respondent would like to speak to someone at Field Research, the interviewer should give the survey respondent Field Research's toll-free number and tell him/her to ask for Dr. Deborah Jay, the study director.

Field Research Corporation
San Francisco, CA 94108

583-001

FIELD SURVEY I
– Interviewer Instructions –

Background Information

Field Research Corporation is conducting a survey with a nationwide random sample of persons age 14 and older about their understanding of some names or terms used in connection with a website or website tool. The survey will be administered using Field Research's computer-assisted-telephone interviewing system (CATI) from our interviewing facilities in California. Before you conduct any interviews, you must participate in a training session for the project, be familiar with the survey instruments and the written instructions for the study, and know how to use the CATI programs. There are two CATI programs for the study: one for interviews that will be conducted on landline phones and one for cell phone interviews. You should familiarize yourself with the CATI programs by conducting practice interviews using the CATI practice programs.

The Sample, Eligibility, and Respondent Selection

For the survey, a nationwide random sample of landline and cell phone numbers has been generated for the United States using a sampling method known as random-digit-dialing. This method of sampling ensures that (a) persons who live in households with listed and unlisted landline telephones and (b) persons who do not have a landline telephone will be included in the survey. However, some of the randomly generated telephone numbers will not be eligible (*e.g.*, they will be assigned to a business, fax machine, or modem; they will be disconnected). If you reach such a number, you should assign the appropriate outcome code.

When you reach someone in a household on a landline phone, you will administer the respondent selection portion of the questionnaire to randomly select the person in the household to interview. To ensure that a representative sample is screened for eligibility, quotas have been set for males and for females in the following three age groups: (a) age 14 to 34, (b) age 35 to 54, and (c) age 55 and older. When a household is first contacted, the computer program will instruct you to ask for someone in one of the age/gender groups until the screening interviews for each group are completed. After the randomly selected respondent is identified and reached, you should administer the screener portion of the interview to determine whether the respondent is eligible for the survey.

When you reach someone on a cell phone, you will first determine the respondent's age and gender. If the quota for the age/gender group is not full, you will then ask whether the respondent receives all or most of his/her personal telephone calls on this phone. If so, you will administer the screener portion of the interview to determine whether the respondent is eligible for the survey.

To be eligible for the survey, respondents must have done one or more of the following things during the past 3 months or say that they think they will do this during the next 3 months: (a) access a website where you can record events and contribute descriptions, photos, videos and links related to events and/or (b) access a social networking website. Respondents also must satisfy several other criteria (*e.g.*, not work for an Internet company, not work in marketing research or advertising research). Eligible respondents will be administered a short questionnaire.

The Survey Instrument

A survey instrument has been prepared for the study which includes: respondent selection procedures, screener questions to determine eligibility for the survey, and a questionnaire for eligible respondents. All

of the items in the survey instrument specify (a) when to read the response categories, (b) the order in which the response categories are to be read, and (c) instructions for recording respondents' answers. You should be thoroughly familiar with the CATI instrument before conducting any interviews.

Scheduling Interviews and Recording Call Attempts

Randomly generated telephone numbers for households and cell phones will be dialed multiple times during the data collection period (as necessary) (a) to determine whether it is a household or cell phone telephone number, (b) to reach and screen the randomly selected person in the household (for landline telephone numbers) or to reach a person who receives all or most of his/her personal calls on a cell phone (for cell phone numbers), and (c) to complete an interview with an eligible respondent if there is one. You should record the appropriate outcome code each time you dial a telephone number (*e.g.*, completed interview, no answer, busy signal, callback).

The interview is very short and should only take about ten minutes to administer. You should attempt to administer the screening portion of the survey instrument when you first reach the randomly selected person in the household (for landlines) or a person on his/her cell phone and, if eligible, you should administer the questionnaire. If the randomly selected respondent in a household or a cell phone respondent is unavailable or unable to complete the survey instrument when first contacted, you will need to schedule a callback at a more convenient time for the respondent. Interviewing hours will be spread as evenly as possible across all interviewers working on the study; we do not want any interviewer completing a disproportionate number of interviews.

Obtaining Cooperation

You should make every effort to maximize cooperation with the study by assuring survey respondents that this is strictly a confidential opinion survey, providing background information on Field Research, and advising potential survey respondents that the questionnaire will not take very long to complete. You should assure potential survey respondents that individual names of survey respondents will not be identified or linked to the survey results.

Conducting Interviews

You should be familiar with the survey instrument before you conduct any interviews, and you should follow the script carefully (*i.e.*, read the questions in a neutral manner, exactly as they are worded in the script, and in the order listed in CATI; read response categories for a question only when instructed to do so and in the order listed on the CATI screen). The order in which certain items in the questionnaire will be asked will be randomized across survey respondents. Additionally, the order in which response categories will be read for individual items will be randomized across survey respondents.

You should allow survey respondents as much time as they need to answer each question and should record answers completely and accurately. If you need respondents to speak more slowly or to repeat their answers, you should politely ask them to do so. If a respondent's answer matches a precoded response, you should enter the appropriate code for that response. If a respondent's answer does not match a precoded response you should enter the code for "other" and record the respondent's verbatim answer in the CATI screen that asks you to "specify" the respondent's answer.

Answering Questions

You should not interpret specific items or instructions in the survey instrument. If asked to do so by the survey respondent, you should indicate that you do not want to bias survey respondents' answers in any way. You may offer to reread a question and ask the survey respondent to use his/her best judgment in

answering it. The entire question should be reread exactly as it is worded. You should never paraphrase or reread just a portion of a question.

We have anticipated some general questions about the study and have provided standard responses that you can read when answering survey respondents' questions. You should be familiar with these questions and answers and should not attempt to answer any other questions about the study. If you do not know how to respond to a question or comment, offer to provide the name and number for the project director, Dr. Jay.

Confidentiality

After data for the study have been collected, personal identifiers (*e.g.*, survey respondents' names, telephone numbers) will be removed from the database. You must keep individual responses confidential at all times. You may not divulge anything you learn during an interview except to record answers on the computer or discuss a problem with your supervisor.

Quality Control

You will be monitored throughout the data collection period to ensure that you are following the survey instructions, properly administering the survey instrument, and recording answers completely and accurately. If you have any questions or problems, contact your supervisor immediately.

Overview of Interviewer Responsibilities

Before conducting any interviews, you will need to review and understand the interviewer instructions and be familiar with the survey instrument. You also will need to attend the training session for the project. It is your responsibility to:

- Strictly adhere to the written instructions for conducting the study and the instructions on the survey instrument (which also will appear on the CATI screen along with the items).
- Make every effort to maximize cooperation with the study.
- Properly administer the survey instrument for the study (*e.g.*, read each question in a clear and neutral manner and in the order shown on the CATI screen).
- Read questions clearly and exactly as written; if a survey respondent says he/she does not understand a question, you should repeat the entire question.
- Read response categories only when instructed to do so and read them in the order listed on the CATI screen.
- Allow survey respondents sufficient time to answer each question before proceeding to the next one, and accurately and completely record survey respondents' answers to all questions. When necessary, you should ask the survey respondent to speak more slowly or repeat his/her answer.
- If a respondent's answer does not match a precoded response you should enter the code for "other" and record the respondent's verbatim answer in the CATI screen that asks you to "specify" the respondent's answer. If the survey respondent does not have an opinion in response to a specific question, you should enter "DK" (don't know).
- Assign an outcome code to all attempts to complete an interview.
- Keep survey materials and survey respondents' answers confidential at all times.
- Notify the supervisor immediately if you have any questions or problems.
- If the survey respondent would like to speak to someone at Field Research, you should give the survey respondent Field Research's toll-free number and tell him/her to ask for Dr. Deborah Jay, the study director.

Field Research Corporation
San Francisco, CA 94108

583-001

FIELD SURVEY I
– Responses to General Questions –

“What is Field Research Corporation?”

Founded in 1945 by Mervin Field, Field Research Corporation is a nationally recognized public opinion and marketing research firm headquartered in San Francisco, California that conducts surveys for private corporations, nonprofit organizations, and government agencies.

IF NECESSARY, ADD: We are strictly a research firm. We do not work for political candidates, and we do not develop sales leads. Let me assure you that your individual responses will be strictly confidential. You will not become part of a marketing database nor will you receive a sales call as a result of your participation in this survey.

“Why are you conducting this survey?”

We are conducting a short opinion survey with a nationwide random sample of persons age 14 and older. To begin, I will be asking a few questions about whether you access the Internet for various types of information. The survey should take only about 10 minutes. We are not selling anything, and your individual responses will be strictly confidential.

“Who is sponsoring this survey?”

Field Research Corporation is a nationally recognized public opinion and marketing research firm headquartered in San Francisco, California. The surveys we conduct are sponsored by private corporations, nonprofit organizations, and government agencies.

IF NECESSARY, ADD: To ensure that no one will be biased, we are not told the sponsors of a particular study. If you would like more information about Field Research Corporation, I can have Dr. Deborah Jay, Field Research’s project director, contact you.

“How many people are you interviewing?”

We are interviewing hundreds of persons age 14 and older across the United States. The survey should only take about 10 minutes to complete, and your participation is important to ensure that all types of opinions are represented.

IF NECESSARY, ADD: To ensure that no one will be biased, we were not given any more information. If you would like, I can have Dr. Deborah Jay, Field Research’s project director, contact you.

“How long will this take?”

The length of the survey will depend on your answers. We anticipate that it will take about 10 minutes to complete. Why don’t we get started?

“Can I get more information about this study?”

This is all the information I have. However, if you would like I can have Dr. Deborah Jay, Field Research’s project director, call you. Alternatively, you can use Field Research Corporation’s toll-free number to call her at 1-800-234-0340.

Field Research Corporation
San Francisco, CA 94108

583-001

FIELD SURVEY I
– Survey Instrument (Landline) –

INTERVIEWER INSTRUCTION

READ EACH QUESTION EXACTLY AS WRITTEN, AND ALLOW THE RESPONDENT SUFFICIENT TIME TO ANSWER BEFORE PROCEEDING TO THE NEXT QUESTION. DO NOT CHANGE THE WORDING OF ANY QUESTION. RECORD RESPONSES ACCURATELY AND COMPLETELY.

INTRODUCTION

Hello, my name is _____ and I'm calling from Field Research Corporation. We are conducting a short opinion survey. We are not selling anything, and individual responses are confidential.

IF NECESSARY, ADD:

- Founded in 1945, Field Research Corporation is a research firm headquartered in San Francisco, California that is primarily involved in designing, conducting, analyzing and reporting on surveys.
- This will take only about 10 minutes.

RESPONDENT SELECTION

R1.	For this survey, I need to scientifically select a person in your household to interview. I would like to speak to the (male) (female) age (14 to 34) (35 to 54) (55 or older) living <u>in your household</u> who will have the next birthday. Who would that be? (ENTER <u>ONE</u> CODE)	RESPONDENT1 SOMEONE ELSE2 NO (MALE) (FEMALE) IN ELIGIBLE AGE GROUP LIVES IN HH3 NO (MEN) (WOMEN) IN LIVE IN HH4 NOT A HOUSEHOLD5 DON'T KNOW DK REFUSEDREF
-----	--	--

- IF R1 = 1, GO TO R3.
- IF R1 = 2, ASK R2.
- IF R1 = 3, THE PROGRAM WILL INSTRUCT YOU WHICH AGE/GENDER GROUP TO ASK FOR NEXT.
- IF R1 = DON'T KNOW, ASK TO SPEAK WITH SOMEONE ELSE WHO IS KNOWLEDGEABLE.
- ELSE, CLOSE INTERVIEW.

IF R1 = 2 (SOMEONE ELSE), ASK:

R2.	May I speak to that person? (ENTER <u>ONE</u> CODE)	AVAILABLE1 UNAVAILABLE2 REFUSEDREF
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- IF R2 = 1 (AVAILABLE), START AGAIN AT INTRO.
- IF R2 = 2 (UNAVAILABLE), GET NAME, ARRANGE CALLBACK.
- IF R2 = REF (REFUSED), CLOSE INTERVIEW.

R3.	For statistical purposes, I just want to confirm that you are a (male) (female) age (14 to 34) (35 to 54) (55 or older). (ENTER <u>ONE</u> CODE)	YES1 NO2 REFUSEDREF
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- IF R3 = 1 (YES), ASK R4.
- IF R3 = 2 (NO), START AGAIN AT R1.
- IF R3 = REFUSED, CLOSE INTERVIEW.

R4.	Just so you know, our supervisors sometimes monitor interviews to ensure quality and courtesy. (ENTER "1" WHEN FINISHED)	READ INSTRUCTION.....1
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SCREENER

S1. Do you or does anyone else in this household work... (ITEM)? (READ ITEMS IN RANDOM ORDER) (ENTER ONE CODE FOR EACH)

- | | <u>YES</u> | <u>NO</u> | <u>DK</u> | <u>REF</u> |
|---|------------|-----------|-----------|------------|
| () a. For a government agency..... | 1 | 2 | DK | REF |
| () b. For an Internet company..... | 1 | 2 | DK | REF |
| () c. In marketing research or advertising research..... | 1 | 2 | DK | REF |

- IF S1b AND S1c = NO, ASK S2.
- ELSE, CLOSE INTERVIEW (INELIGIBLE).

S2. During the past 3 months, did you access... (ITEM)? (READ ITEMS IN RANDOM ORDER) (ENTER ONE CODE FOR EACH)

- | | <u>YES</u> | <u>NO</u> | <u>DK</u> | <u>REF</u> |
|---|------------|-----------|-----------|------------|
| () a. A website for a government agency..... | 1 | 2 | DK | REF |
| () b. A website for a department store | 1 | 2 | DK | REF |
| () c. A website where you can record events and contribute descriptions,
photos, videos and links related to events | 1 | 2 | DK | REF |
| () d. A social networking website | 1 | 2 | DK | REF |

S3. During the next 3 months, do you think you will access... (ITEM)? (READ ITEMS IN RANDOM ORDER) (ENTER ONE CODE FOR EACH)

- | | <u>YES</u> | <u>NO</u> | <u>DK</u> | <u>REF</u> |
|---|------------|-----------|-----------|------------|
| () a. A website for a government agency..... | 1 | 2 | DK | REF |
| () b. A website for a department store | 1 | 2 | DK | REF |
| () c. A website where you can record events and contribute descriptions,
photos, videos and links related to events | 1 | 2 | DK | REF |
| () d. A social networking website | 1 | 2 | DK | REF |

- IF (S2c, S2d, S3c, OR S3d = YES, CONTINUE TO Q1.
- ELSE, CLOSE INTERVIEW (INELIGIBLE).

QUESTIONNAIRE

Q1. Now, I would like to ask you about your understanding of some names or terms used in connection with a website or website feature. For each one, I would like you to tell me whether you think it is a **common or generic name** or whether it is a **brand name**. A **common or generic name** refers to a name or term used to describe a type of website or website feature. A **brand name** refers to a name or term used to indicate the source of a website or website feature; that is, a website or website feature from one company.

Here are some examples. A **MOVIE RENTAL WEBSITE** is a common or generic name for a type of website, whereas **NETFLIX** is a brand name for a movie rental website from one company. **ONLINE BANKING** is a common or generic name for a type of feature on financial websites, whereas **PAYPAL** is a brand name for an online account from one company. (ENTER "1" WHEN FINISHED)

READ DEFINITION1

Q2. Before I ask you about the following names or terms used in connection with a website or website feature, I would like to assure you that we are only interested in your opinions and beliefs. After I read a name or term, if you would like me to repeat it or to spell the name or term again, please let me know. If you have not heard of a name or term or if you don't know what it refers to, please say so. (ENTER "1" WHEN FINISHED)

READ INSTRUCTION.....1

PROGRAMMER NOTE: ROTATE Q3-Q4.

() Q3.	The (first/second) name or term is HOTMAIL, which is spelled "H-O-T-M-A-I-L." Do you think HOTMAIL is a (common name or brand name) (brand name or common name)? (ENTER <u>ONE</u> CODE)	COMMON NAME.....1 BRAND NAME2 OTHER (SPECIFY)3 HAVEN'T HEARD/DON'T KNOW4 REFUSEDREF
() Q4.	The (first/second) name or term is SHOPPING CART, which is spelled "S-H-O-P-P-I-N-G C-A-R-T." Do you think SHOPPING CART is a (common name or brand name) (brand name or common name)? (ENTER <u>ONE</u> CODE)	COMMON NAME.....1 BRAND NAME2 OTHER (SPECIFY)3 HAVEN'T HEARD/DON'T KNOW4 REFUSEDREF

- IF Q3 = "BRAND NAME" AND Q4 = "COMMON NAME," CONTINUE.
- ELSE, CLOSE INTERVIEW (INELIGIBLE).

Q5. Now, I'm going to read you just a few more names or terms used in connection with a website or website feature. Once again, if you have not heard of a name or term or if you don't know what it refers to, please say so. (ENTER "1" WHEN FINISHED)

READ INSTRUCTION.....1

PROGRAMMER NOTE: RANDOMIZE Q6-Q11; ASK Q12 LAST.

() Q6.	Do you think WISH LIST, which is spelled "W-I-S-H L-I-S-T," is a (common name or brand name) (brand name or common name)? (ENTER <u>ONE</u> CODE)	COMMON NAME.....1 BRAND NAME2 OTHER (SPECIFY)3 HAVEN'T HEARD/DON'T KNOW4 REFUSEDREF
() Q7.	Do you think MAPQUEST, which is spelled "M-A-P-Q-U-E-S-T" is a (common name or brand name) (brand name or common name)? (ENTER <u>ONE</u> CODE)	COMMON NAME.....1 BRAND NAME2 OTHER (SPECIFY)3 HAVEN'T HEARD/DON'T KNOW4 REFUSEDREF
() Q8.	Do you think MYSPACE, which is spelled "M-Y-S-P-A-C-E," is a (common name or brand name) (brand name or common name)? (ENTER <u>ONE</u> CODE)	COMMON NAME.....1 BRAND NAME2 OTHER (SPECIFY)3 HAVEN'T HEARD/DON'T KNOW4 REFUSEDREF
() Q9.	Do you think LOGIN, which is spelled "L-O-G I-N," is a (common name or brand name) (brand name or common name)? (ENTER <u>ONE</u> CODE)	COMMON NAME.....1 BRAND NAME2 OTHER (SPECIFY)3 HAVEN'T HEARD/DON'T KNOW4 REFUSEDREF
() Q10.	Do you think HELP SCREEN, which is spelled "H-E-L-P S-C-R-E-E-N," is a (common name or brand name) (brand name or common name)? (ENTER <u>ONE</u> CODE)	COMMON NAME.....1 BRAND NAME2 OTHER (SPECIFY)3 HAVEN'T HEARD/DON'T KNOW4 REFUSEDREF

() Q11.	Do you think STUBHUB, which is spelled "S-T-U-B-H-U-B," is a (common name or brand name) (brand name or common name)? (ENTER <u>ONE</u> CODE)	COMMON NAME.....1 BRAND NAME2 OTHER (<i>SPECIFY</i>).....3 HAVEN'T HEARD/DON'T KNOW4 REFUSEDREF
Q12.	Do you think TIMELINES, which is spelled "T-I-M-E-L-I-N-E-S," is a (common name or brand name) (brand name or common name)? (ENTER <u>ONE</u> CODE)	COMMON NAME.....1 BRAND NAME2 OTHER (<i>SPECIFY</i>).....3 HAVEN'T HEARD/DON'T KNOW4 REFUSEDREF

CLOSE INTERVIEW

Those are all my questions. Thank you very much for participating in this survey.

Field Research Corporation
 San Francisco, CA 94108

583-001

FIELD SURVEY I
– Survey Instrument (Cell) –

INTERVIEWER INSTRUCTION

READ EACH QUESTION EXACTLY AS WRITTEN, AND ALLOW THE RESPONDENT SUFFICIENT TIME TO ANSWER BEFORE PROCEEDING TO THE NEXT QUESTION. DO NOT CHANGE THE WORDING OF ANY QUESTION. RECORD RESPONSES ACCURATELY AND COMPLETELY.

INTRODUCTION

Hello, my name is _____ and I'm calling from Field Research Corporation. We are conducting a short opinion survey. We are not selling anything, and individual responses are confidential.

IF NECESSARY, ADD:

- Founded in 1945, Field Research Corporation is a research firm headquartered in San Francisco, California that is primarily involved in designing, conducting, analyzing and reporting on surveys.
- This will take only about 10 minutes.

RESPONDENT SELECTION

R1.	To begin, could you please tell me whether you are under age 14, age 14 to 34, age 35 to 54, or age 55 or older? (ENTER <u>ONE</u> CODE)	UNDER AGE 141 14 TO 342 35 TO 543 55 OR OLDER.....4 REFUSEDREF
R2.	I need to confirm your gender. Are you male or female? (INTERVIEWER: ENTER <u>ONE</u> CODE)	MALE1 FEMALE2 REFUSEDREF

- IF UNDER AGE 14, CLOSE INTERVIEW (INELIGIBLE).
- IF AGE 14 OR OLDER AND AGE/GENDER QUOTA NOT FILLED, CONTINUE TO R3.
- IF AGE 14 OR OLDER AND AGE/GENDER QUOTA FILLED, CLOSE INTERVIEW (INELIGIBLE).

R3.	Do you receive all or most of your personal telephone calls on this telephone? (ENTER <u>ONE</u> CODE)	YES1 NO2 REFUSEDREF
-----	--	---

- IF R3 = 1 (YES), CONTINUE TO R4.
- ELSE, CLOSE INTERVIEW (INELIGIBLE).

R4.	Just so you know, our supervisors sometimes monitor interviews to ensure quality and courtesy. (ENTER "1" WHEN FINISHED)	READ INSTRUCTION.....1
-----	--	------------------------

SCREENER

S1. Do you or does anyone else in this household work... (ITEM)? (READ ITEMS IN RANDOM ORDER) (ENTER ONE CODE FOR EACH)

- | | <u>YES</u> | <u>NO</u> | <u>DK</u> | <u>REF</u> |
|---|------------|-----------|-----------|------------|
| () a. For a government agency..... | 1 | 2 | DK | REF |
| () b. For an Internet company..... | 1 | 2 | DK | REF |
| () c. In marketing research or advertising research..... | 1 | 2 | DK | REF |

- IF S1b AND S1c = NO, ASK S2.
- ELSE, CLOSE INTERVIEW (INELIGIBLE).

S2. During the past 3 months, did you access... (ITEM) ? (READ ITEMS IN RANDOM ORDER) (ENTER ONE CODE FOR EACH)

- | | <u>YES</u> | <u>NO</u> | <u>DK</u> | <u>REF</u> |
|---|------------|-----------|-----------|------------|
| () a. A website for a government agency..... | 1 | 2 | DK | REF |
| () b. A website for a department store | 1 | 2 | DK | REF |
| () c. A website where you can record events and contribute descriptions,
photos, videos and links related to events | 1 | 2 | DK | REF |
| () d. A social networking website | 1 | 2 | DK | REF |

S3. During the next 3 months, do you think you will access... (ITEM)? (READ ITEMS IN RANDOM ORDER) (ENTER ONE CODE FOR EACH)

- | | <u>YES</u> | <u>NO</u> | <u>DK</u> | <u>REF</u> |
|---|------------|-----------|-----------|------------|
| () a. A website for a government agency..... | 1 | 2 | DK | REF |
| () b. A website for a department store | 1 | 2 | DK | REF |
| () c. A website where you can record events and contribute descriptions,
photos, videos and links related to events | 1 | 2 | DK | REF |
| () d. A social networking website | 1 | 2 | DK | REF |

- IF (S2c, S2d, S3c, OR S3d = YES, CONTINUE TO Q1.
- ELSE, CLOSE INTERVIEW (INELIGIBLE).

QUESTIONNAIRE

Q1. Now, I would like to ask you about your understanding of some names or terms used in connection with a website or website feature. For each one, I would like you to tell me whether you think it is a **common or generic name** or whether it is a **brand name**. A **common or generic name** refers to a name or term used to describe a type of website or website feature. A **brand name** refers to a name or term used to indicate the source of a website or website feature; that is, a website or website feature from one company.

Here are some examples. A **MOVIE RENTAL WEBSITE** is a common or generic name for a type of website, whereas **NETFLIX** is a brand name for a movie rental website from one company. **ONLINE BANKING** is a common or generic name for a type of feature on financial websites, whereas **PAYPAL** is a brand name for an online account from one company. (ENTER "1" WHEN FINISHED)

READ DEFINITION1

Q2. Before I ask you about the following names or terms used in connection with a website or website feature, I would like to assure you that we are only interested in your opinions and beliefs. After I read a name or term, if you would like me to repeat it or to spell the name or term again, please let me know. If you have not heard of a name or term or if you don't know what it refers to, please say so. (ENTER "1" WHEN FINISHED)

READ INSTRUCTION.....1

PROGRAMMER NOTE: ROTATE Q3-Q4.

<p>() Q3. The (first/second) name or term is HOTMAIL, which is spelled "H-O-T-M-A-I-L." Do you think HOTMAIL is a (common name or brand name) (brand name or common name)? (ENTER <u>ONE</u> CODE)</p>	<p>COMMON NAME.....1 BRAND NAME2 OTHER (SPECIFY).....3 HAVEN'T HEARD/DON'T KNOW4 REFUSEDREF</p>
<p>() Q4. The (first/second) name or term is SHOPPING CART, which is spelled "S-H-O-P-P-I-N-G C-A-R-T." Do you think SHOPPING CART is a (common name or brand name) (brand name or common name)? (ENTER <u>ONE</u> CODE)</p>	<p>COMMON NAME.....1 BRAND NAME2 OTHER (SPECIFY).....3 HAVEN'T HEARD/DON'T KNOW4 REFUSEDREF</p>

- IF Q3 = "BRAND NAME" AND Q4 = "COMMON NAME," CONTINUE.
- ELSE, CLOSE INTERVIEW (INELIGIBLE).

Q5. Now, I'm going to read you just a few more names or terms used in connection with a website or website feature. Once again, if you have not heard of a name or term or if you don't know what it refers to, please say so. (ENTER "1" WHEN FINISHED)

READ INSTRUCTION.....1

PROGRAMMER NOTE: RANDOMIZE Q6-Q11; ASK Q12 LAST.

<p>() Q6. Do you think WISH LIST, which is spelled "W-I-S-H L-I-S-T," is a (common name or brand name) (brand name or common name)? (ENTER <u>ONE</u> CODE)</p>	<p>COMMON NAME.....1 BRAND NAME2 OTHER (SPECIFY).....3 HAVEN'T HEARD/DON'T KNOW4 REFUSEDREF</p>
<p>() Q7. Do you think MAPQUEST, which is spelled "M-A-P-Q-U-E-S-T" is a (common name or brand name) (brand name or common name)? (ENTER <u>ONE</u> CODE)</p>	<p>COMMON NAME.....1 BRAND NAME2 OTHER (SPECIFY).....3 HAVEN'T HEARD/DON'T KNOW4 REFUSEDREF</p>
<p>() Q8. Do you think MYSPACE, which is spelled "M-Y-S-P-A-C-E," is a (common name or brand name) (brand name or common name)? (ENTER <u>ONE</u> CODE)</p>	<p>COMMON NAME.....1 BRAND NAME2 OTHER (SPECIFY).....3 HAVEN'T HEARD/DON'T KNOW4 REFUSEDREF</p>
<p>() Q9. Do you think LOGIN, which is spelled "L-O-G I-N," is a (common name or brand name) (brand name or common name)? (ENTER <u>ONE</u> CODE)</p>	<p>COMMON NAME.....1 BRAND NAME2 OTHER (SPECIFY).....3 HAVEN'T HEARD/DON'T KNOW4 REFUSEDREF</p>
<p>() Q10. Do you think HELP SCREEN, which is spelled "H-E-L-P S-C-R-E-E-N," is a (common name or brand name) (brand name or common name)? (ENTER <u>ONE</u> CODE)</p>	<p>COMMON NAME.....1 BRAND NAME2 OTHER (SPECIFY).....3 HAVEN'T HEARD/DON'T KNOW4 REFUSEDREF</p>

() Q11.	Do you think STUBHUB, which is spelled "S-T-U-B-H-U-B," is a (common name or brand name) (brand name or common name)? (ENTER <u>ONE</u> CODE)	COMMON NAME.....1 BRAND NAME2 OTHER (<i>SPECIFY</i>).....3 HAVEN'T HEARD/DON'T KNOW4 REFUSEDREF
Q12.	Do you think TIMELINES, which is spelled "T-I-M-E-L-I-N-E-S," is a (common name or brand name) (brand name or common name)? (ENTER <u>ONE</u> CODE)	COMMON NAME.....1 BRAND NAME2 OTHER (<i>SPECIFY</i>).....3 HAVEN'T HEARD/DON'T KNOW4 REFUSEDREF

CLOSE INTERVIEW

Those are all my questions. Thank you very much for participating in this survey.

Appendix C

Field Survey I: Sample CATI Screens

**Sample CATI Screens
Field Survey I (Landline)**

SMS SCREEN #1

INTERVIEWER INSTRUCTION:

READ EACH QUESTION EXACTLY AS WRITTEN, AND ALLOW THE RESPONDENT SUFFICIENT TIME TO ANSWER BEFORE PROCEEDING TO THE NEXT QUESTION. DO NOT CHANGE THE WORDING OF ANY QUESTION. RECORD RESPONSES ACCURATELY AND COMPLETELY.

Hit any key to continue■

1/INTRO

Hello, my name is _____ and I'm calling from Field Research Corporation. We are conducting a short opinion survey. We are not selling anything, and individual responses are confidential.

IF NECESSARY, ADD:

- * Founded in 1945, Field Research Corporation is a research firm headquartered in San Francisco, California that is primarily involved in designing, conducting, analyzing and reporting on surveys.
- * This will only take about 10 minutes.

- 1 CONTINUE
- 2 NEW PERSON COMING TO PHONE
- 3 RETURN TO CONTACT SCREEN

Reply may be REF

.. Reply may be one of the above

Response: ■

EXAMPLE 1

8/QR1

For this survey, I need to scientifically select a person living in your household to interview. I would like to speak to the female age 14 to 34 living in your household who will have the next birthday. Who would that be?

<ENTER ONE CODE>

- 1 RESPONDENT
- 2 SOMEONE ELSE
- 3 NO FEMALE IN ELIGIBLE AGE GROUP LIVES IN HOUSEHOLD
- 4 NO FEMALES LIVE IN HOUSEHOLD
- 5 NOT A HOUSEHOLD
- 6 RETURN TO CONTACT SCREEN

Reply may be DK or REF
.. Reply may be one of the above

Response: ■

EXAMPLE 2

2/QR1

For this survey, I need to scientifically select a person living in your household to interview. I would like to speak to the female age 35 to 54 living in your household who will have the next birthday. Who would that be?

<ENTER ONE CODE>

- 1 RESPONDENT
- 2 SOMEONE ELSE
- 3 NO FEMALE IN ELIGIBLE AGE GROUP LIVES IN HOUSEHOLD
- 4 NO FEMALES LIVE IN HOUSEHOLD
- 5 NOT A HOUSEHOLD
- 6 RETURN TO CONTACT SCREEN

Reply may be DK or REF
.. Reply may be one of the above

Response: ■

IF R1 = 3 (NO FEMALE IN ELIGIBLE AGE GROUP LIVES IN HOUSEHOLD)

11/QR1

In that case, I would like to speak to the female age 55 or older living in your household who will have the next birthday. Who would that be?

<ENTER ONE CODE>

- 1 RESPONDENT
- 2 SOMEONE ELSE
- 3 NO FEMALE IN ELIGIBLE AGE GROUP LIVES IN HOUSEHOLD
- 4 NO FEMALES LIVE IN HOUSEHOLD
- 5 NOT A HOUSEHOLD
- 6 RETURN TO CONTACT SCREEN

Reply may be DK or REF

.. Reply may be one of the above

Response: ■

**IF R1 = 4 (NO FEMALES LIVE IN HOUSEHOLD)
EXAMPLE 1**

12/QR1

In that case, I would like to speak to the male age 55 or older living in your household who will have the next birthday. Who would that be?

<ENTER ONE CODE>

- 1 RESPONDENT
- 2 SOMEONE ELSE
- 3 NO MALE IN ELIGIBLE AGE GROUP LIVES IN HOUSEHOLD
- 4 NO MALES LIVE IN HOUSEHOLD
- 5 NOT A HOUSEHOLD
- 6 RETURN TO CONTACT SCREEN

Reply may be DK or REF
.. Reply may be one of the above

Response: ■

EXAMPLE 2

3/QR1

In that case, I would like to speak to the male age 14 to 34 living in your household who will have the next birthday. Who would that be?

<ENTER ONE CODE>

- 1 RESPONDENT
- 2 SOMEONE ELSE
- 3 NO MALE IN ELIGIBLE AGE GROUP LIVES IN HOUSEHOLD
- 4 NO MALES LIVE IN HOUSEHOLD
- 5 NOT A HOUSEHOLD
- 6 RETURN TO CONTACT SCREEN

Reply may be DK or REF
.. Reply may be one of the above

Response: ■

IF R1 = 2 (SOMEONE ELSE)

5/QR2

May I speak to that person? <ENTER ONE CODE>

- 1 AVAILABLE
- 2 UNAVAILABLE

Reply may be REF

.. Reply may be one of the above

Response: ■

IF R2 = 1 (AVAILABLE)

6/QR3

For statistical purposes, I just want to confirm that you are a female age 14 to 34. (ENTER ONE CODE)

1 YES
2 NO

Reply may be REF
.. Reply may be one of the above

Response: ■

IF R3 = 1 (YES)**10/QR4**

Just so you know, our supervisors sometimes monitor interviews to ensure quality and courtesy.

<ENTER "1" WHEN FINISHED.>

1 READ INSTRUCTION

Reply may not be NULL or DK or REF
.. Reply may be one of the above

Response: ■

15/QS1

Do you or does anyone else in this household work...

 (a) For a government agency?

<ENTER ONE CODE>

 1 YES
 2 NO

Reply may be DK or REF
.. Reply may be one of the above

Response: ■

11/QS1

Do you or does anyone else in this household work...

 (b) For an Internet company?

<ENTER ONE CODE>

 1 YES
 2 NO

Reply may be DK or REF
.. Reply may be one of the above

Response: ■

14/QS1

Do you or does anyone else in this household work...

 (c) In marketing research or advertising research?

<ENTER ONE CODE>

 1 YES
 2 NO

Reply may be DK or REF
.. Reply may be one of the above

Response: ■

IF S1B AND S1C = 2 (NO)

10/QS2

During the **past** three months, did you access...

a website for a government agency?

<ENTER **ONE** CODE>

- 1 YES
- 2 NO

Reply may be DK or REF

.. Reply may be one of the above

Response: ■

18/QS2

<During the **past** three months, did you access...>

a website for a department store?
<ENTER **ONE** CODE>

1 YES
2 NO

Reply may be DK or REF
.. Reply may be one of the above

Response: ■

17/QS2

<During the **past** three months, did you access...>

a website where you can record events and contribute descriptions, photos, videos and links related to events?
<ENTER **ONE** CODE>

1 YES
2 NO

Reply may be DK or REF
.. Reply may be one of the above

Response: ■

13/QS2

<During the **past** three months, did you access...>

a social networking website?

<ENTER **ONE** CODE>

1 YES
2 NO

Reply may be DK or REF
.. Reply may be one of the above

Response: ■

20/Q53

During the **next** three months, do you think you will access...

a website for a government agency?
<ENTER **ONE** CODE>

1 YES
2 NO

Reply may be DK or REF
.. Reply may be one of the above

Response: ■

23/QS3

<During the **next** three months, do you think you will access...>

a website for a department store?

<ENTER **ONE** CODE>

- 1 YES
- 2 NO

Reply may be DK or REF

.. Reply may be one of the above

Response: ■

21/QS3

<During the **next** three months, do you think you will access...>

a website where you can record events and contribute descriptions, photos,
videos and links related to events?

<ENTER **ONE** CODE>

- 1 YES
- 2 NO

Reply may be DK or REF

.. Reply may be one of the above

Response: ■

22/QS3

<During the **next** three months, do you think you will access...>

a social networking website?

<ENTER **ONE** CODE>

1 YES
2 NO

Reply may be DK or REF
.. Reply may be one of the above

Response: ■

IF S2C, S2D, S3C OR S3D = 1 (YES)

Now, I would like to ask you about your understanding of some names or terms used in connection with a website or website feature. For each one, I would like you to tell me whether you think it is a **common or generic name** or whether it is a **brand name**. A **common or generic name** refers to a name or term used to describe a type of website or website feature. A **brand name** refers to a name or term used to indicate the source of a website or website feature; that is, a website or website feature from one company.

Hit any key to continue■

24/Q1

Here are some examples. A **MOVIE RENTAL WEBSITE** is a common or generic name for a type of website, whereas **NETFLIX** is a brand name for a movie rental website from one company. **ONLINE BANKING** is a common or generic name for a type of feature on financial websites, whereas **PAYPAL** is a brand name for an online account from one company.
<ENTER "1" WHEN FINISHED>

1 READ DEFINITION

Reply may not be NULL or DK or REF
.. Reply may be one of the above

Response: ■

25/Q2

Before I ask you about the following names or terms used in connection with a website or website feature, I would like to assure you that we are only interested in your opinions and beliefs. After I read a name or term, if you would like me to repeat it or to spell the name or term again, please let me know. If you have not heard of a name or term or if you don't know what it refers to, please say so.
<ENTER "1" WHEN FINISHED>

1 READ INSTRUCTION

Reply may not be NULL or DK or REF
.. Reply may be one of the above

Response: ■

ROTATION A*

26/Q3

The first name or term is **HOTMAIL**, which is spelled "H-O-T-M-A-I-L." Do you think **HOTMAIL** is a common name or brand name?

<ENTER **ONE** CODE>

- 1 COMMON NAME
- 2 BRAND NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION B

23/Q3

The second name or term is **HOTMAIL**, which is spelled "H-O-T-M-A-I-L." Do you think **HOTMAIL** is a brand name or common name?

<ENTER **ONE** CODE>

- 1 BRAND NAME
- 2 COMMON NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

* The order of Questions 3 and 4 were rotated across respondents.

ROTATION A*

18/Q4

The first name or term is **SHOPPING CART**, which is spelled "S-H-O-P-P-I-N-G C-A-R-T." Do you think **SHOPPING CART** is a common name or brand name?

<ENTER ONE CODE>

- 1 COMMON NAME
- 2 BRAND NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF

.. Reply may be one of the above

Response: ■

ROTATION B

19/Q4

The second name or term is **SHOPPING CART**, which is spelled "S-H-O-P-P-I-N-G C-A-R-T." Do you think **SHOPPING CART** is a brand name or common name?

<ENTER ONE CODE>

- 1 BRAND NAME
- 2 COMMON NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF

.. Reply may be one of the above

Response: ■

* The order of Questions 3 and 4 were rotated across respondents.

IF Q3 = "BRAND NAME" AND Q4 = "COMMON NAME"

28/Q5

Now, I'm going to read you just a few more names or terms used in connection with a website or website feature. Once again, if you have not heard of a name or term or if you don't know what it refers to, please say so.

<ENTER "1" WHEN FINISHED>

1 READ INSTRUCTION

Reply may not be NULL or DK or REF
.. Reply may be one of the above

Response: ■

ROTATION A

29/Q6X12

Q6

Do you think **WISH LIST**, which is spelled "W-I-S-H L-I-S-T," is a common name or brand name?

<ENTER ONE CODE>

- 1 COMMON NAME
- 2 BRAND NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION B

25/Q6X12

Q6

Do you think **WISH LIST**, which is spelled "W-I-S-H L-I-S-T," is a brand name or common name?

<ENTER ONE CODE>

- 1 BRAND NAME
- 2 COMMON NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION A

34/Q6X12

Q7

Do you think **MAPQUEST**, which is spelled "M-A-P-Q-U-E-S-T," is a common name or brand name?

<ENTER ONE CODE>

- 1 COMMON NAME
- 2 BRAND NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION B

29/Q6X12

Q7

Do you think **MAPQUEST**, which is spelled "M-A-P-Q-U-E-S-T," is a brand name or common name?

<ENTER ONE CODE>

- 1 BRAND NAME
- 2 COMMON NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION A

33/Q6X12

Q8

Do you think **MYSPACE**, which is spelled "M-Y-S-P-A-C-E," is a common name or brand name?

<ENTER ONE CODE>

- 1 COMMON NAME
- 2 BRAND NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF

.. Reply may be one of the above

Response: ■

ROTATION B

27/Q6X12

Q8

Do you think **MYSPACE**, which is spelled "M-Y-S-P-A-C-E," is a brand name or common name?

<ENTER ONE CODE>

- 1 BRAND NAME
- 2 COMMON NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF

.. Reply may be one of the above

Response: ■

ROTATION A

31/Q6X12

Q9

Do you think **LOGIN, which is spelled "L-O-G-I-N,"** is a common name or brand name?

<ENTER ONE CODE>

- 1 COMMON NAME
- 2 BRAND NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION B

26/Q6X12

Q9

Do you think **LOGIN, which is spelled "L-O-G-I-N,"** is a brand name or common name?

<ENTER ONE CODE>

- 1 BRAND NAME
- 2 COMMON NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION A

30/Q6X12

Q10

Do you think **HELP SCREEN**, which is spelled "H-E-L-P S-C-R-E-E-N," is a common name or brand name?

<ENTER ONE CODE>

- 1 COMMON NAME
- 2 BRAND NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION B

28/Q6X12

Q10

Do you think **HELP SCREEN**, which is spelled "H-E-L-P S-C-R-E-E-N," is a brand name or common name?

<ENTER ONE CODE>

- 1 BRAND NAME
- 2 COMMON NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION A

32/Q6X12

Q11

Do you think **STUBHUB**, which is spelled "S-T-U-B-H-U-B," is a common name or brand name?

<ENTER ONE CODE>

- 1 COMMON NAME
- 2 BRAND NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION B

30/Q6X12

Q11

Do you think **STUBHUB**, which is spelled "S-T-U-B-H-U-B," is a brand name or common name?

<ENTER ONE CODE>

- 1 BRAND NAME
- 2 COMMON NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION A

27/Q12ASK

Q12

Do you think **TIMELINES**, which is spelled "T-I-M-E-L-I-N-E-S," is a common name or brand name?

<ENTER ONE CODE>

- 1 COMMON NAME
- 2 BRAND NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION B

31/Q12ASK

Q12

Do you think **TIMELINES**, which is spelled "T-I-M-E-L-I-N-E-S," is a brand name or common name?

<ENTER ONE CODE>

- 1 BRAND NAME
- 2 COMMON NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

Those are all my questions. Thank you very much for participating in this survey. <HANG-UP>

RESULT : Completed interview

RID : 5

SMS KEY: 100000

Hit any key to continue

**Sample CATI Screens
Field Survey I (Cell)**

SMS SCREEN #1**INTERVIEWER INSTRUCTION:**

READ EACH QUESTION EXACTLY AS WRITTEN, AND ALLOW THE RESPONDENT SUFFICIENT TIME TO ANSWER BEFORE PROCEEDING TO THE NEXT QUESTION. DO NOT CHANGE THE WORDING OF ANY QUESTION. RECORD RESPONSES ACCURATELY AND COMPLETELY.

Hit any key to continue■

1/INTRO

Hello, my name is _____ and I'm calling from Field Research Corporation. We are conducting a short opinion survey. We are not selling anything, and individual responses are confidential.

IF NECESSARY, ADD:

- * Founded in 1945, Field Research Corporation is a research firm headquartered in San Francisco, California that is primarily involved in designing, conducting, analyzing and reporting on surveys.
- * This will only take about 10 minutes.

- 1 CONTINUE
- 2 NEW PERSON COMING TO PHONE
- 3 RETURN TO CONTACT SCREEN

Reply may be REF

.. Reply may be one of the above

Response: ■

2/QR1

To begin, could you please tell me whether you are under age 14, age 14 to 34, age 35 to 54, or age 55 or older? <ENTER ONE CODE>

- 1 UNDER 14
- 2 14 TO 34
- 3 35 TO 54
- 4 55 OR OLDER
- 5 RETURN TO CONTACT SCREEN

Reply may be DK or REF

.. Reply may be one of the above

Response: ■

IF R1 = 2 (14 TO 34), 3 (35 TO 54) OR 4 (55 OR OLDER)

4/QR2

I need to confirm your gender. Are you male or female? <ENTER ONE CODE>

- 1 MALE
- 2 FEMALE

Reply may be REF

.. Reply may be one of the above

Response: ■

IF AGE 14 OR OLDER AND AGE/GENDER QUOTA NOT FILLED

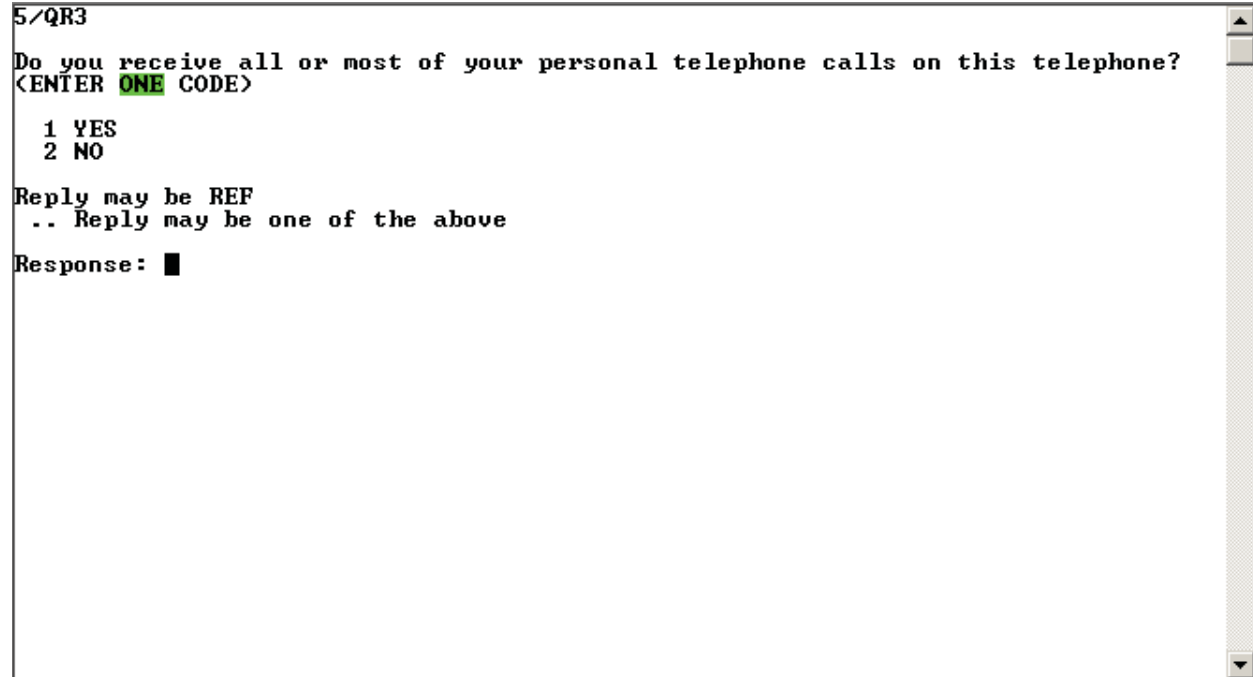
5/QR3

Do you receive all or most of your personal telephone calls on this telephone?
(ENTER ONE CODE)

1 YES
2 NO

Reply may be REF
.. Reply may be one of the above

Response: ■



IF R3 = 1 (YES)

6/QR4

Just so you know, our supervisors sometimes monitor interviews to ensure quality and courtesy.

<ENTER "1" WHEN FINISHED.>

1 READ INSTRUCTION

Reply may not be NULL or DK or REF
.. Reply may be one of the above

Response: ■

9/QS1

Do you or does anyone else in this household work...

 (a) For a government agency?

<ENTER ONE CODE>

1 YES
2 NO

Reply may be DK or REF
.. Reply may be one of the above

Response: ■

8/QS1

Do you or does anyone else in this household work...

 For an Internet company?

<ENTER ONE CODE>

1 YES
2 NO

Reply may be DK or REF
.. Reply may be one of the above

Response: ■

7/QS1

Do you or does anyone else in this household work...

 <c> In marketing research or advertising research?

<ENTER ONE CODE>

1 YES
2 NO

Reply may be DK or REF
.. Reply may be one of the above

Response: ■

IF S1B AND S1C = 2 (NO)**10/QS2**During the **past** three months, did you access...

a website for a government agency?

<ENTER **ONE** CODE>

- 1 YES
- 2 NO

Reply may be DK or REF

.. Reply may be one of the above

Response: ■

18/QS2

<During the **past** three months, did you access...>

a website for a department store?
<ENTER **ONE** CODE>

1 YES
2 NO

Reply may be DK or REF
.. Reply may be one of the above

Response: ■

17/QS2

<During the **past** three months, did you access...>

a website where you can record events and contribute descriptions, photos, videos and links related to events?
<ENTER **ONE** CODE>

1 YES
2 NO

Reply may be DK or REF
.. Reply may be one of the above

Response: ■

13/QS2

<During the **past** three months, did you access...>

a social networking website?

<ENTER **ONE** CODE>

1 YES
2 NO

Reply may be DK or REF
.. Reply may be one of the above

Response: ■

20/QS3

During the **next** three months, do you think you will access...

a website for a government agency?
<ENTER **ONE** CODE>

1 YES
2 NO

Reply may be DK or REF
.. Reply may be one of the above

Response: ■

23/Q53

<During the **next** three months, do you think you will access...>

a website for a department store?

<ENTER **ONE** CODE>

- 1 YES
- 2 NO

Reply may be DK or REF

.. Reply may be one of the above

Response: ■

21/QS3

<During the **next** three months, do you think you will access...>

a website where you can record events and contribute descriptions, photos,
videos and links related to events?

<ENTER **ONE** CODE>

- 1 YES
- 2 NO

Reply may be DK or REF

.. Reply may be one of the above

Response: ■

22/QS3

<During the **next** three months, do you think you will access...>

a social networking website?

<ENTER **ONE** CODE>

1 YES
2 NO

Reply may be DK or REF
.. Reply may be one of the above

Response: ■

IF S2C, S2D, S3C OR S3D = 1 (YES)

Now, I would like to ask you about your understanding of some names or terms used in connection with a website or website feature. For each one, I would like you to tell me whether you think it is a **common or generic name** or whether it is a **brand name**. A **common or generic name** refers to a name or term used to describe a type of website or website feature. A **brand name** refers to a name or term used to indicate the source of a website or website feature; that is, a website or website feature from one company.

Hit any key to continue■

18/Q1

Here are some examples. A **MOVIE RENTAL WEBSITE** is a common or generic name for a type of website, whereas **NETFLIX** is a brand name for a movie rental website from one company. **ONLINE BANKING** is a common or generic name for a type of feature on financial websites, whereas **PAYPAL** is a brand name for an online account from one company.
<ENTER "1" WHEN FINISHED>

1 READ DEFINITION

Reply may not be NULL or DK or REF
.. Reply may be one of the above

Response: ■

19/Q2

Before I ask you about the following names or terms used in connection with a website or website feature, I would like to assure you that we are only interested in your opinions and beliefs. After I read a name or term, if you would like me to repeat it or to spell the name or term again, please let me know. If you have not heard of a name or term or if you don't know what it refers to, please say so.
<ENTER "1" WHEN FINISHED>

1 READ INSTRUCTION

Reply may not be NULL or DK or REF
.. Reply may be one of the above

Response: ■

ROTATION A*

18/Q4

The first name or term is **SHOPPING CART**, which is spelled "S-H-O-P-P-I-N-G C-A-R-T." Do you think **SHOPPING CART** is a common name or brand name?

<ENTER ONE CODE>

- 1 COMMON NAME
- 2 BRAND NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION B

19/Q4

The second name or term is **SHOPPING CART**, which is spelled "S-H-O-P-P-I-N-G C-A-R-T." Do you think **SHOPPING CART** is a brand name or common name?

<ENTER ONE CODE>

- 1 BRAND NAME
- 2 COMMON NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

* The order of Questions 3 and 4 were rotated across respondents.

ROTATION A*

26/Q3

The first name or term is **HOTMAIL**, which is spelled "H-O-T-M-A-I-L." Do you think **HOTMAIL** is a common name or brand name?

<ENTER **ONE** CODE>

- 1 COMMON NAME
- 2 BRAND NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION B

21/Q3

The second name or term is **HOTMAIL**, which is spelled "H-O-T-M-A-I-L." Do you think **HOTMAIL** is a brand name or common name?

<ENTER **ONE** CODE>

- 1 BRAND NAME
- 2 COMMON NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

* The order of Questions 3 and 4 were rotated across respondents.

IF Q3 = "BRAND NAME" AND Q4 = "COMMON NAME"

28/Q5

Now, I'm going to read you just a few more names or terms used in connection with a website or website feature. Once again, if you have not heard of a name or term or if you don't know what it refers to, please say so.

<ENTER "1" WHEN FINISHED>

1 READ INSTRUCTION

Reply may not be NULL or DK or REF
.. Reply may be one of the above

Response: ■

ROTATION A

29/Q6X12

Q6

Do you think **WISH LIST**, which is spelled "W-I-S-H L-I-S-T," is a common name or brand name?

<ENTER ONE CODE>

- 1 COMMON NAME
- 2 BRAND NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION B

28/Q6X12

Q6

Do you think **WISH LIST**, which is spelled "W-I-S-H L-I-S-T," is a brand name or common name?

<ENTER ONE CODE>

- 1 BRAND NAME
- 2 COMMON NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION A

34/Q6X12

Q7

Do you think **MAPQUEST**, which is spelled "M-A-P-Q-U-E-S-T," is a common name or brand name?

<ENTER ONE CODE>

- 1 COMMON NAME
- 2 BRAND NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION B

27/Q6X12

Q7

Do you think **MAPQUEST**, which is spelled "M-A-P-Q-U-E-S-T," is a brand name or common name?

<ENTER ONE CODE>

- 1 BRAND NAME
- 2 COMMON NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION A

33/Q6X12

Q8

Do you think **MYSPACE**, which is spelled "M-Y-S-P-A-C-E," is a common name or brand name?

<ENTER ONE CODE>

- 1 COMMON NAME
- 2 BRAND NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION B

23/Q6X12

Q8

Do you think **MYSPACE**, which is spelled "M-Y-S-P-A-C-E," is a brand name or common name?

<ENTER ONE CODE>

- 1 BRAND NAME
- 2 COMMON NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION A

31/Q6X12

Q9

Do you think **LOGIN, which is spelled "L-O-G-I-N,"** is a common name or brand name?

<ENTER ONE CODE>

- 1 COMMON NAME
- 2 BRAND NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION B

24/Q6X12

Q9

Do you think **LOGIN, which is spelled "L-O-G-I-N,"** is a brand name or common name?

<ENTER ONE CODE>

- 1 BRAND NAME
- 2 COMMON NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION A

30/Q6X12

Q10

Do you think **HELP SCREEN**, which is spelled "H-E-L-P S-C-R-E-E-N," is a common name or brand name?

<ENTER ONE CODE>

- 1 COMMON NAME
- 2 BRAND NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION B

26/Q6X12

Q10

Do you think **HELP SCREEN**, which is spelled "H-E-L-P S-C-R-E-E-N," is a brand name or common name?

<ENTER ONE CODE>

- 1 BRAND NAME
- 2 COMMON NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION A

32/Q6X12

Q11

Do you think **STUBHUB**, which is spelled "S-T-U-B-H-U-B," is a common name or brand name?

<ENTER ONE CODE>

- 1 COMMON NAME
- 2 BRAND NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION B

25/Q6X12

Q11

Do you think **STUBHUB**, which is spelled "S-T-U-B-H-U-B," is a brand name or common name?

<ENTER ONE CODE>

- 1 BRAND NAME
- 2 COMMON NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION A

27/Q12ASK

Q12

Do you think **TIMELINES**, which is spelled "T-I-M-E-L-I-N-E-S," is a common name or brand name?

<ENTER ONE CODE>

- 1 COMMON NAME
- 2 BRAND NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION B

29/Q12ASK

Q12

Do you think **TIMELINES**, which is spelled "T-I-M-E-L-I-N-E-S," is a brand name or common name?

<ENTER ONE CODE>

- 1 BRAND NAME
- 2 COMMON NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

Those are all my questions. Thank you very much for participating in this survey. <HANG-UP>

RESULT : **Completed interview**

RID : **4**

SMS KEY: **100027**

Hit any key to continue■

Appendix D

Field Survey I: Underlying Data Tables (Computer Printouts)

2012 Consumer Opinion Survey
TIMELINES
FINAL

R1 Age

Base : All Qualified Respondents

	Gender		Age		Region			Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	Website Where You Can Working website Events	Relevant Website In the Past	Relevant Website In the Future	Accessed Relevant Website In the Past	Accessed Relevant Website In the Future
Total	108	133	117	124	44	54	84	59	227	172	227	227	233
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Age 14 to 34	58	59	117	-	26	24	36	31	115	88	113	113	114
48.5	53.7	44.4	100.0	-	59.1	44.4	42.9	52.5	50.7	51.2	49.8	49.8	48.9
Age 35 to 54	35	54	-	89	12	21	36	20	80	63	84	84	88
36.9	32.4	40.6	-	71.8	27.3	38.9	42.9	33.9	35.2	36.6	37.0	37.0	37.8
Age 55 or older	15	20	-	35	6	9	12	8	32	21	30	30	31
14.5	13.9	15.0	-	28.2	13.6	16.7	14.3	13.6	14.1	12.2	13.2	13.2	13.3
Adds to:													
Rows	108	133	117	124	44	54	84	59	227	172	227	227	233
Respondents	108	133	117	124	44	54	84	59	227	172	227	227	233

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2012 Consumer Opinion Survey
TIMELINES
FINAL

R2 Gender

Base : All Qualified Respondents

	Gender		Age		Region			Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	Website Where You Can Record Events	A Relevant Website In the Past	A Relevant Website In the Future	Count	Percentage
Total	108	133	117	124	44	54	84	59	227	172	227	233	
Base	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Male	108	-	58	50	19	24	37	28	98	80	99	105	
	44.8	-	49.6	40.3	43.2	44.4	44.0	47.5	43.2	46.5	43.6	45.1	
Female	-	133	59	74	25	30	47	31	129	92	128	128	
	-	100.0	50.4	59.7	56.8	55.6	56.0	52.5	56.8	53.5	56.4	54.9	
Adds to:													
Rows	241	133	117	124	44	54	84	59	227	172	227	233	
Respondents	241	133	117	124	44	54	84	59	227	172	227	233	

2012 Consumer Opinion Survey
TIMELINES
FINAL

S1 Do you or does anyone else in this household work...

a. For a government agency

Base : All Qualified Respondents

	Gender		Age		Region				Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	Social Net-working website	Where You Can Record Events	A Relevant Website In the Past	A Relevant Website In the Future	A Relevant Website In the Future	A Relevant Website In the Future
Total	108	133	117	124	44	54	84	59	227	172	227	233	227	233
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
36	19	17	19	17	6	7	15	8	35	25	35	34	35	34
14.9	17.6	12.8	16.2	13.7	13.6	13.0	17.9	13.6	15.4	14.5	15.4	14.6	15.4	14.6
204	88	116	97	107	38	46	69	51	191	146	191	198	191	198
84.6	81.5	87.2	82.9	86.3	86.4	85.2	82.1	86.4	84.1	84.9	84.1	85.0	84.1	85.0
1	1	-	1	-	-	1	-	-	1	1	1	1	1	1
0.4	0.9	-	0.9	-	-	1.9	-	-	0.4	0.6	0.4	0.4	0.4	0.4
1	1	-	1	-	-	1	-	-	1	1	1	1	1	1
0.4	0.9	-	0.9	-	-	1.9	-	-	0.4	0.6	0.4	0.4	0.4	0.4
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
241	108	133	117	124	44	54	84	59	227	172	227	233	227	233
241	108	133	117	124	44	54	84	59	227	172	227	233	227	233

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2012 Consumer Opinion Survey
TIMELINES
FINAL

S1 Do you or does anyone else in this household work...

b. For an Internet company

Base : All Qualified Respondents

	Gender		Age		Region				Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	Social Net-working website	Where You Can Record Events	A Relevant Website In the Past	A Relevant Website In the Future	Social Net-working website	Where You Can Record Events
Total	108	133	117	124	44	54	84	59	227	172	227	233	227	233
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Base	108	133	117	124	44	54	84	59	227	172	227	233	227	233
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Yes	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No	108	133	117	124	44	54	84	59	227	172	227	233	227	233
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused (net)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Adds to:	241	108	117	124	44	54	84	59	227	172	227	233	227	233
Rows	241	108	117	124	44	54	84	59	227	172	227	233	227	233
Respondents	241	108	117	124	44	54	84	59	227	172	227	233	227	233

2012 Consumer Opinion Survey
TIMELINES
FINAL

S1 Do you or does anyone else in this household work...

c. In marketing research or advertising research

Base : All Qualified Respondents

	Gender		Age		Region				Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	Social Net-working website	Where You Can Record Events	A Relevant Website In the Past	A Relevant Website In the Future	A Relevant Website In the Future	A Relevant Website In the Future
Total	108	133	117	124	44	54	84	59	227	172	227	233	227	233
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Base	108	133	117	124	44	54	84	59	227	172	227	233	227	233
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Yes	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No	108	133	117	124	44	54	84	59	227	172	227	233	227	233
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Don't know/Refused (net)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Adds to:	108	133	117	124	44	54	84	59	227	172	227	233	227	233
Rows	108	133	117	124	44	54	84	59	227	172	227	233	227	233
Respondents	108	133	117	124	44	54	84	59	227	172	227	233	227	233

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2012 Consumer Opinion Survey
TIMELINES
FINAL

S2 During the past three months, did you access...

a. A website for a government agency

Base : All Qualified Respondents

	Gender		Age		Region				Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	Social Net-working website	You Can Record Events	Where	A Relevant Website In the Past	A Relevant Website In the Future	
Total	108	133	117	124	44	54	84	59	227	172	227	233	233	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Yes	49	60	49	60	22	25	33	29	103	84	107	106	106	
45.2	45.4	45.1	41.9	48.4	50.0	46.3	39.3	49.2	45.4	48.8	47.1	45.5	45.5	
No	57	70	67	60	22	27	50	28	119	83	115	122	122	
52.7	52.8	52.6	57.3	48.4	50.0	50.0	59.5	47.5	52.4	48.3	50.7	52.4	52.4	
Don't know/Refused (net)	2	3	1	4	-	2	1	2	5	5	5	5	5	
2.1	1.9	2.3	0.9	3.2	-	3.7	1.2	3.4	2.2	2.9	2.2	2.1	2.1	
Don't know	2	3	1	4	-	2	1	2	5	5	5	5	5	
2.1	1.9	2.3	0.9	3.2	-	3.7	1.2	3.4	2.2	2.9	2.2	2.1	2.1	
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	
-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Adds to:														
Rows	108	133	117	124	44	54	84	59	227	172	227	233	233	
Respondents	108	133	117	124	44	54	84	59	227	172	227	233	233	

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2012 Consumer Opinion Survey
TIMELINES
FINAL

S2 During the past three months, did you access...

b. A website for a department store

Base : All Qualified Respondents

	Gender		Age		Region			Has or Will Access		Has Accessed		Will Access	
	Total	Men	Women	14-34	35+	NE	MW	SO	WE	Social Net-working website	You Can Record Events	Where Website In the Past	Where Website In the Future
Base	241	108	133	117	124	44	54	84	59	227	172	227	233
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Yes	147	60	87	69	78	30	34	45	38	140	111	144	145
	61.0	55.6	65.4	59.0	62.9	68.2	63.0	53.6	64.4	61.7	64.5	63.4	62.2
No	91	46	45	46	45	13	20	37	21	84	60	80	85
	37.8	42.6	33.8	39.3	36.3	29.5	37.0	44.0	35.6	37.0	34.9	35.2	36.5
Don't know/Refused (net)	3	2	1	2	1	1	-	2	-	3	1	3	3
	1.2	1.9	0.8	1.7	0.8	2.3	-	2.4	-	1.3	0.6	1.3	1.3
Don't know	3	2	1	2	1	1	-	2	-	3	1	3	3
	1.2	1.9	0.8	1.7	0.8	2.3	-	2.4	-	1.3	0.6	1.3	1.3
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-
Adds to: Rows Respondents	241 241	108 108	133 133	117 117	124 124	44 44	54 54	84 84	59 59	227 227	172 172	227 227	233 233

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S2 During the past three months, did you access...

c. A website where you can record events and contribute descriptions, photos, videos and links related to events

Base : All Qualified Respondents

	Gender		Age		Region				Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	Social Net-working website	You Can Record Events	Where	Relevant Website In the Past	Relevant Website In the Future	Relevant Website In the Future
Total	108	133	117	124	44	54	84	59	227	172	227	227	233	233
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
144	68	76	74	70	25	34	45	40	136	144	144	144	144	144
59.8	63.0	57.1	63.2	56.5	56.8	63.0	53.6	67.8	59.9	83.7	63.4	63.4	61.8	61.8
93	39	54	40	53	18	18	39	18	87	26	79	79	85	85
38.6	36.1	40.6	34.2	42.7	40.9	33.3	46.4	30.5	38.3	15.1	34.8	34.8	36.5	36.5
Don't know/Refused (net)	4	3	3	1	1	2	-	1	4	2	4	4	4	4
1.7	0.9	2.3	2.6	0.8	2.3	3.7	-	1.7	1.8	1.2	1.8	1.8	1.7	1.7
Don't know	1	3	3	1	1	2	-	1	4	2	4	4	4	4
1.7	0.9	2.3	2.6	0.8	2.3	3.7	-	1.7	1.8	1.2	1.8	1.8	1.7	1.7
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Adds to:														
Rows	108	133	117	124	44	54	84	59	227	172	227	227	233	233
Respondents	108	133	117	124	44	54	84	59	227	172	227	227	233	233

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S2 During the past three months, did you access...

d. A social networking website

Base : All Qualified Respondents

	Gender		Age		Region				Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	Social Net-working website	Where You Can Record Events	A Relevant Website In the Past	A Relevant Website In the Future		
Total	108	133	117	124	44	54	84	59	227	172	227	233		
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
Base	241	108	117	124	44	54	84	59	227	172	227	233		
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
Yes	216	92	112	104	40	49	72	55	216	152	216	208		
89.6	85.2	93.2	95.7	83.9	90.9	90.7	85.7	93.2	95.2	88.4	95.2	89.3		
No	25	16	5	20	4	5	12	4	11	20	11	25		
10.4	14.8	6.8	4.3	16.1	9.1	9.3	14.3	6.8	4.8	11.6	4.8	10.7		
Don't know/Refused (net)	-	-	-	-	-	-	-	-	-	-	-	-		
Don't know	-	-	-	-	-	-	-	-	-	-	-	-		
Refused	-	-	-	-	-	-	-	-	-	-	-	-		
Adds to:														
Rows	241	108	117	124	44	54	84	59	227	172	227	233		
Respondents	241	108	117	124	44	54	84	59	227	172	227	233		

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S3 During the next three months, do you think you will access...

a. A website for a government agency

Base : All Qualified Respondents

	Gender		Age		Region				Has or Will Access			Has Accessed		Will Access		
	Total	Men	Women	14-34	35+	NE	MW	SO	WE	Social Net-working website	You Can Record Events	Where	Website In the Past	A Relevant Website In the Future	A Relevant Website In the Future	Access
Base	241	108	133	117	124	44	54	84	59	227	172	227	227	233	233	100.0
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Yes	126	59	67	63	63	21	27	41	37	120	98	119	119	124	124	52.4
	52.3	54.6	50.4	53.8	50.8	47.7	50.0	48.8	62.7	52.9	57.0	52.4	52.4	53.2	53.2	52.4
No	106	43	63	50	56	20	25	40	21	98	68	99	99	101	101	43.6
	44.0	39.8	47.4	42.7	45.2	45.5	46.3	47.6	35.6	43.2	39.5	43.6	43.6	43.3	43.3	43.6
Don't know/Refused (net)	9	6	3	4	5	3	2	3	1	9	6	9	9	8	8	4.0
	3.7	5.6	2.3	3.4	4.0	6.8	3.7	3.6	1.7	4.0	3.5	4.0	4.0	3.4	3.4	4.0
Don't know	9	6	3	4	5	3	2	3	1	9	6	9	9	8	8	4.0
	3.7	5.6	2.3	3.4	4.0	6.8	3.7	3.6	1.7	4.0	3.5	4.0	4.0	3.4	3.4	4.0
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Adds to:	241	108	133	117	124	44	54	84	59	227	172	227	227	233	233	100.0
Rows	241	108	133	117	124	44	54	84	59	227	172	227	227	233	233	100.0
Respondents	241	108	133	117	124	44	54	84	59	227	172	227	227	233	233	100.0

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S3 During the next three months, do you think you will access...

b. A website for a department store

Base : All Qualified Respondents

	Gender		Age		Region			Has or Will Access		Has Accessed		Will Access	
	Total	Men	Women	14-34	35+	NE	MW	SO	WE	Social Net-working website	You Can Record Events	Where Website In the Past	Where Website In the Future
Base	241	108	133	117	124	44	54	84	59	227	172	227	233
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Yes	175	77	98	85	90	36	41	54	44	169	125	167	173
	72.6	71.3	73.7	72.6	72.6	81.8	75.9	64.3	74.6	74.4	72.7	73.6	74.2
No	61	29	32	32	29	8	12	27	14	53	44	55	56
	25.3	26.9	24.1	27.4	23.4	18.2	22.2	32.1	23.7	23.3	25.6	24.2	24.0
Don't know/Refused (net)	5	2	3	-	5	-	1	3	1	5	3	5	4
	2.1	1.9	2.3	-	4.0	-	1.9	3.6	1.7	2.2	1.7	2.2	1.7
Don't know	5	2	3	-	5	-	1	3	1	5	3	5	4
	2.1	1.9	2.3	-	4.0	-	1.9	3.6	1.7	2.2	1.7	2.2	1.7
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-
Adds to: Rows Respondents	241 241	108 108	133 133	117 117	124 124	44 44	54 54	84 84	59 59	227 227	172 172	227 227	233 233

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S3 During the next three months, do you think you will access...

c. A website where you can record events and contribute descriptions, photos, videos and links related to events

Base : All Qualified Respondents

	Gender		Age		Region			Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	Social Net-working website	You Can Record Events	Where Website In the Past	Where Website In the Future	Where Website In the Future
Total	108	133	117	124	44	54	84	59	227	172	227	233	233
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Yes	72	84	85	71	30	36	48	42	142	156	147	156	156
64.7	66.7	63.2	72.6	57.3	68.2	66.7	57.1	71.2	62.6	90.7	64.8	67.0	67.0
No	33	45	32	46	14	16	33	15	78	12	73	70	70
32.4	30.6	33.8	27.4	37.1	31.8	29.6	39.3	25.4	34.4	7.0	32.2	30.0	30.0
Don't know/Refused (net)	3	4	-	7	-	2	3	2	7	4	7	7	7
2.9	2.8	3.0	-	5.6	-	3.7	3.6	3.4	3.1	2.3	3.1	3.0	3.0
Don't know	3	4	-	7	-	2	3	2	7	4	7	7	7
2.9	2.8	3.0	-	5.6	-	3.7	3.6	3.4	3.1	2.3	3.1	3.0	3.0
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
Adds to:													
Rows	108	133	117	124	44	54	84	59	227	172	227	233	233
Respondents	108	133	117	124	44	54	84	59	227	172	227	233	233

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S3 During the next three months, do you think you will access...

d. A social networking website

Base : All Qualified Respondents

	Gender		Age		Region			Has or Will Access		Has Accessed		Will Access	
	Total	Men	Women	14-34	35+	NE	MW	SO	WE	Social Net-working website	Where You Can Record Events	A Relevant Website In the Past	A Relevant Website In the Future
Base	241	108	133	117	124	44	54	84	59	227	172	227	233
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Yes	216	93	123	110	106	40	48	72	56	216	155	208	216
	89.6	86.1	92.5	94.0	85.5	90.9	88.9	85.7	94.9	95.2	90.1	91.6	92.7
No	22	13	9	6	16	3	6	10	3	10	14	17	14
	9.1	12.0	6.8	5.1	12.9	6.8	11.1	11.9	5.1	4.4	8.1	7.5	6.0
Don't know/Refused (net)	3	2	1	1	2	1	-	2	-	1	3	2	3
	1.2	1.9	0.8	0.9	1.6	2.3	-	2.4	-	0.4	1.7	0.9	1.3
Don't know	3	2	1	1	2	1	-	2	-	1	3	2	3
	1.2	1.9	0.8	0.9	1.6	2.3	-	2.4	-	0.4	1.7	0.9	1.3
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-
Adds to: Rows Respondents	241 241	108 108	133 133	117 117	124 124	44 44	54 54	84 84	59 59	227 227	172 172	227 227	233 233

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S2/S3 Composite

Base : All Qualified Respondents

	Gender		Age		Region			Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	Website Where You Can Working Record Events	A Relevant Website In the Past	A Relevant Website In the Future	Access	Access
Total	108	133	117	124	44	54	84	59	227	172	227	233	233
Base	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Has or will access a relevant website	108	133	117	124	44	54	84	59	227	172	227	233	233
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
All others	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
Adds to:													
Rows	241	108	117	124	44	54	84	59	227	172	227	233	233
Respondents	241	108	117	124	44	54	84	59	227	172	227	233	233

2012 Consumer Opinion Survey
TIMELINES
FINAL

Q3 Do you think HOTMAIL is...

Base : All Qualified Respondents

	Gender		Age		Region			Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	A Relevant Website In the Past	A Relevant Website In the Future	A Relevant Website In the Past	A Relevant Website In the Future	
Total	108	133	117	124	44	54	84	59	227	172	227	233	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Base	241	108	133	117	124	44	54	84	59	227	172	233	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Common name	-	-	-	-	-	-	-	-	-	-	-	-	
Brand name	241	108	133	117	124	44	54	84	59	227	172	233	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Other	-	-	-	-	-	-	-	-	-	-	-	-	
Haven't heard/Don't know	-	-	-	-	-	-	-	-	-	-	-	-	
Refused	-	-	-	-	-	-	-	-	-	-	-	-	
Adds to:	241	108	133	117	124	44	54	84	59	227	172	233	
Rows	241	108	133	117	124	44	54	84	59	227	172	233	
Respondents	241	108	133	117	124	44	54	84	59	227	172	233	

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TIMELINES
FINAL

Q4 Do you think SHOPPING CART is...

Base : All Qualified Respondents

	Gender		Age		Region			Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	Website Where	Social Net-working website	You Can Record Events	A Relevant Website In the Past	A Relevant Website In the Future
Total	108	133	117	124	44	54	84	59	227	172	227	233	233
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Common name	108	133	117	124	44	54	84	59	227	172	227	233	233
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Brand name	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-
Haven't heard/Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-
Adds to:	241	108	117	124	44	54	84	59	227	172	227	233	233
Rows	241	108	117	124	44	54	84	59	227	172	227	233	233
Respondents	241	108	117	124	44	54	84	59	227	172	227	233	233

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Q3/Q4 Composite

Base : All Qualified Respondents

	Gender		Age	Region			Has or Will Access		Has or Will Access			
	Men	Women		14-34	35+	NE	MW	SO	WE	Website Where You Can Working Record Events	Has Accessed A Relevant Website In the Past	Will Access A Relevant Website In the Future
Total	108	133	117	124	44	54	84	59	227	172	227	233
Base	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Q3=Brand and Q4=Common name	108	133	117	124	44	54	84	59	227	172	227	233
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
All others	-	-	-	-	-	-	-	-	-	-	-	-
Adds to:												
Rows	241	108	117	124	44	54	84	59	227	172	227	233
Respondents	241	108	117	124	44	54	84	59	227	172	227	233

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Q6 Do you think WISH LIST is...

Base : All Qualified Respondents

	Gender		Age		Region			Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	Social Net-working website	Website Where You Can Record Events	A Relevant Website In the Past	A Relevant Website In the Future	
Total	108	133	117	124	44	54	84	59	227	172	227	233	
Base	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Common name	191	80	98	93	39	44	63	45	181	135	181	185	
	79.3	74.1	83.5	75.0	88.6	81.5	75.0	76.3	79.7	78.5	79.7	79.4	
Brand name	31	19	12	15	4	5	13	9	28	24	27	30	
	12.9	17.6	9.0	12.8	9.1	9.3	15.5	15.3	12.3	14.0	11.9	12.9	
Both	1	-	1	-	-	-	1	-	1	-	1	1	
	0.4	-	0.8	-	0.8	-	1.2	-	0.4	-	0.4	0.4	
Other	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	
Haven't heard/don't know	18	9	9	4	14	5	7	5	17	13	18	17	
	7.5	8.3	6.8	3.4	11.3	2.3	8.3	8.5	7.5	7.6	7.9	7.3	
Refused	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	
Adds to:	241	108	133	117	124	44	54	84	59	172	227	233	
Respondents	241	108	133	117	124	44	54	84	59	172	227	233	

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Q7 Do you think MAPQUEST is...

Base : All Qualified Respondents

	Gender		Age		Region			Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	Social Net-working website	Website Where You Can Record Events	A Relevant Website In the Past	A Relevant Website In the Future	
Total	108	133	117	124	44	54	84	59	227	172	227	233	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Common name	2	7	8	1	1	3	3	2	9	5	6	8	
3.7	1.9	5.3	6.8	0.8	2.3	5.6	3.6	3.4	4.0	2.9	2.6	3.4	
Brand name	106	125	108	123	43	51	81	56	217	166	220	224	
95.9	98.1	94.0	92.3	99.2	97.7	94.4	96.4	94.9	95.6	96.5	96.9	96.1	
Other	-	-	-	-	-	-	-	-	-	-	-	-	
Haven't heard/don't know	1	0.8	1	0.9	-	-	-	1	1	1	1	1	
0.4	-	0.8	0.9	-	-	-	-	1.7	0.4	0.6	0.4	0.4	
Refused	-	-	-	-	-	-	-	-	-	-	-	-	
Adds to:	241	133	117	124	44	54	84	59	227	172	227	233	
Rows	241	133	117	124	44	54	84	59	227	172	227	233	
Respondents	241	133	117	124	44	54	84	59	227	172	227	233	

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Q8 Do you think MYSPACE is...

Base : All Qualified Respondents

	Gender		Age		Region			Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	Website Where You Can Record working website Events	A Relevant Website In the Past	A Relevant Website In the Future	Accessed A Relevant Website In the Past	Accessed A Relevant Website In the Future
Total	108	133	117	124	44	54	84	59	227	172	233	227	233
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Common name	2	7	4	5	-	4	1	4	9	6	8	8	8
3.7	1.9	5.3	3.4	4.0	-	7.4	1.2	6.8	4.0	3.5	3.5	3.5	3.4
Brand name	106	126	113	119	44	50	83	55	218	166	225	219	225
96.3	98.1	94.7	96.6	96.0	100.0	92.6	98.8	93.2	96.0	96.5	96.5	96.5	96.6
Other	-	-	-	-	-	-	-	-	-	-	-	-	-
Haven't heard/don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-
Adds to:	241	133	117	124	44	54	84	59	227	172	233	227	233
Rows	241	133	117	124	44	54	84	59	227	172	233	227	233
Respondents	241	133	117	124	44	54	84	59	227	172	233	227	233

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2012 Consumer Opinion Survey
TIMELINES
FINAL

Q9 Do you think LOGIN is...
Base : All Qualified Respondents

	Gender		Age		Region			Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	Social Net-working website	You Can Record Events	A Relevant Website In the Past	A Relevant Website In the Future	
Total	108	133	117	124	44	54	84	59	227	172	227	233	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Common name	100	121	108	113	42	52	73	54	209	158	212	215	
91.7	92.6	91.0	92.3	91.1	95.5	96.3	86.9	91.5	92.1	91.9	93.4	92.3	
Brand name	5	8	5	8	2	2	7	2	11	9	8	12	
5.4	4.6	6.0	4.3	6.5	4.5	3.7	8.3	3.4	4.8	5.2	3.5	5.2	
Other	-	-	-	-	-	-	-	-	-	-	-	-	
Haven't heard/don't know	3	4	4	3	-	-	4	3	7	5	7	6	
2.9	2.8	3.0	3.4	2.4	-	-	4.8	5.1	3.1	2.9	3.1	2.6	
Refused	-	-	-	-	-	-	-	-	-	-	-	-	
Adds to: Rows	108	133	117	124	44	54	84	59	227	172	227	233	
Respondents	108	133	117	124	44	54	84	59	227	172	227	233	

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TIMELINES
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Q10 Do you think HELP SCREEN is...
Base : All Qualified Respondents

	Gender		Age		Region			Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	Website Where You Can Record Events	A Relevant Website In the Past	A Relevant Website In the Future	Accessed A Relevant Website In the Past	Will Access A Relevant Website In the Future
Total	108	133	117	124	44	54	84	59	227	172	227	227	233
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Common name	85	95	84	96	38	38	59	45	173	136	176	176	175
74.7	78.7	71.4	71.8	77.4	86.4	70.4	70.2	76.3	76.2	79.1	77.5	77.5	75.1
Brand name	14	18	20	12	5	5	14	8	27	22	26	26	30
13.3	13.0	13.5	17.1	9.7	11.4	9.3	16.7	13.6	11.9	12.8	11.5	11.5	12.9
Both	-	1	-	1	-	-	1	-	1	-	1	1	1
0.4	-	0.8	-	0.8	-	-	1.2	-	0.4	-	0.4	0.4	0.4
Other	-	-	-	-	-	-	-	-	-	-	-	-	-
Haven't heard/don't know	9	19	13	15	1	11	10	6	26	14	24	24	27
11.6	8.3	14.3	11.1	12.1	2.3	20.4	11.9	10.2	11.5	8.1	10.6	10.6	11.6
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-
Adds to:	108	133	117	124	44	54	84	59	227	172	227	227	233
241	108	133	117	124	44	54	84	59	227	172	227	227	233
241	108	133	117	124	44	54	84	59	227	172	227	227	233

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2012 Consumer Opinion Survey
TIMELINES
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Q11 Do you think STUBHUB is...
Base : All Qualified Respondents

	Gender		Age		Region			Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	Social Net-working website	Website Where You Can Record Events	A Relevant Website In the Past	A Relevant Website In the Future	
Total	108	133	117	124	44	54	84	59	227	172	227	233	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Common name	7	12	7	12	1	4	9	5	18	11	18	18	
7.9	6.5	9.0	6.0	9.7	2.3	7.4	10.7	8.5	7.9	6.4	7.9	7.7	
Brand name	90	84	97	77	38	34	60	42	167	132	165	170	
72.2	83.3	63.2	82.9	62.1	86.4	63.0	71.4	71.2	73.6	76.7	72.7	73.0	
Other	-	-	-	-	-	-	-	-	-	-	-	-	
Haven't heard/don't know	11	37	13	35	5	16	15	12	42	29	44	45	
19.9	10.2	27.8	11.1	28.2	11.4	29.6	17.9	20.3	18.5	16.9	19.4	19.3	
Refused	-	-	-	-	-	-	-	-	-	-	-	-	
Adds to: Rows	108	133	117	124	44	54	84	59	227	172	227	233	
Respondents	108	133	117	124	44	54	84	59	227	172	227	233	

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2012 Consumer Opinion Survey
TIMELINES
FINAL

Q12 Do you think TIMELINES is...
Base : All Qualified Respondents

	Gender		Age		Region			Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	Website Where You Can Record Events	Social Net-working website	A Relevant Website In the Past	A Relevant Website In the Future	
Total	108	133	117	124	44	54	84	59	172	227	227	233	
Base	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Common name	73	91	82	82	28	37	53	46	123	159	159	160	
	67.6	68.4	70.1	66.1	63.6	68.5	63.1	78.0	71.5	70.0	70.0	68.7	
Brand name	29	28	32	25	13	12	21	11	40	51	48	55	
	26.9	21.1	27.4	20.2	29.5	22.2	25.0	18.6	23.3	22.5	21.1	23.6	
Both	-	1	-	1	-	-	1	-	-	1	1	1	
	0.4	0.8	-	0.8	-	-	1.2	-	-	0.4	0.4	0.4	
Other	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	
Haven't heard/don't know	6	13	3	16	3	5	9	2	9	16	19	17	
	5.6	9.8	2.6	12.9	6.8	9.3	10.7	3.4	5.2	7.0	8.4	7.3	
Refused	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	
Adds to:													
Rows	108	133	117	124	44	54	84	59	172	227	227	233	
Respondents	108	133	117	124	44	54	84	59	172	227	227	233	

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2012 Consumer Opinion Survey
TIMELINES
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Q3 Do you think HOTMAIL is...

Base : Expressed an Opinion

	Gender		Age		Region				Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	Website Where You Can Record Events	Social Net-working website	A Relevant Website In the Past	A Relevant Website In the Future	A Relevant Website In the Future	
Total	108	133	117	124	44	54	84	59	227	172	227	233	233	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Common name	-	-	-	-	-	-	-	-	-	-	-	-	-	
Brand name	108	133	117	124	44	54	84	59	227	172	227	233	233	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	
Haven't heard/Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	
Adds to:	241	133	117	124	44	54	84	59	227	172	227	233	233	
Rows	241	133	117	124	44	54	84	59	227	172	227	233	233	
Respondents	241	133	117	124	44	54	84	59	227	172	227	233	233	

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TIMELINES
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Q4 Do you think SHOPPING CART is...

Base : Expressed an Opinion

	Gender		Age		Region			Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	Website Where You Can Record Events	A Relevant Website In the Past	A Relevant Website In the Future	Accessed	Access
Total	108	133	117	124	44	54	84	59	227	172	227	233	233
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Common name	108	133	117	124	44	54	84	59	227	172	227	233	233
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Brand name	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
Haven't heard/Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
Adds to:	241	108	117	124	44	54	84	59	227	172	227	233	233
Rows	241	108	117	124	44	54	84	59	227	172	227	233	233
Respondents	241	108	117	124	44	54	84	59	227	172	227	233	233

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TIMELINES
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Q6 Do you think WISH LIST is...

Base : Expressed an Opinion

	Gender		Age		Region			Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	Social Net-working website	Website Where You Can Record Events	A Relevant Website In the Past	A Relevant Website In the Future	
Total	99	124	113	110	43	49	77	54	210	159	209	216	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Common name	80	111	98	93	39	44	63	45	181	135	181	185	
85.7	80.8	89.5	86.7	84.5	90.7	89.8	81.8	83.3	86.2	84.9	86.6	85.6	
Brand name	19	12	15	16	4	5	13	9	28	24	27	30	
13.9	19.2	9.7	13.3	14.5	9.3	10.2	16.9	16.7	13.3	15.1	12.9	13.9	
Both	-	1	-	1	-	-	1	-	1	-	1	1	
0.4	-	0.8	-	0.9	-	-	1.3	-	0.5	-	0.5	0.5	
Other	-	-	-	-	-	-	-	-	-	-	-	-	
Haven't heard/don't know	-	-	-	-	-	-	-	-	-	-	-	-	
Refused	-	-	-	-	-	-	-	-	-	-	-	-	
Adds to:													
Rows	99	124	113	110	43	49	77	54	210	159	209	216	
Respondents	99	124	113	110	43	49	77	54	210	159	209	216	

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TIMELINES
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Q7 Do you think MAPQUEST is...

Base : Expressed an Opinion

	Gender		Age		Region			Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	Website Where You Can Record Events	A Relevant Website In the Past	A Relevant Website In the Future	Count	Percentage
Total	108	132	116	124	44	54	84	58	226	171	226	232	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Common name	2	7	8	1	1	3	3	2	9	5	6	8	
3.8	1.9	5.3	6.9	0.8	2.3	5.6	3.6	3.4	4.0	2.9	2.7	3.4	
Brand name	106	125	108	123	43	51	81	56	217	166	220	224	
96.3	98.1	94.7	93.1	99.2	97.7	94.4	96.4	96.6	96.0	97.1	97.3	96.6	
Other	-	-	-	-	-	-	-	-	-	-	-	-	
Haven't heard/don't know	-	-	-	-	-	-	-	-	-	-	-	-	
Refused	-	-	-	-	-	-	-	-	-	-	-	-	
Adds to:													
Rows	240	132	116	124	44	54	84	58	226	171	226	232	
Respondents	240	132	116	124	44	54	84	58	226	171	226	232	

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2012 Consumer Opinion Survey
TIMELINES
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Q8 Do you think MYSPACE is...

Base : Expressed an Opinion

	Gender		Age		Region			Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	Website Where You Can Record Events	A Relevant Website In the Past	A Relevant Website In the Future	Count	Percentage
Total	108	133	117	124	44	54	84	59	227	172	227	233	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Common name	2	7	4	5	-	4	1	4	9	6	8	8	
3.7	1.9	5.3	3.4	4.0	-	7.4	1.2	6.8	4.0	3.5	3.5	3.4	
Brand name	106	126	113	119	44	50	83	55	218	166	219	225	
96.3	98.1	94.7	96.6	96.0	100.0	92.6	98.8	93.2	96.0	96.5	96.5	96.6	
Other	-	-	-	-	-	-	-	-	-	-	-	-	
Haven't heard/don't know	-	-	-	-	-	-	-	-	-	-	-	-	
Refused	-	-	-	-	-	-	-	-	-	-	-	-	
Adds to:													
Rows	241	108	133	117	124	44	54	84	59	172	227	233	
Respondents	241	108	133	117	124	44	54	84	59	172	227	233	

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TIMELINES
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Q9 Do you think LOGIN is...

Base : Expressed an Opinion

	Gender		Age		Region			Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	Social Net-working website	Website Where You Can Record Events	A Relevant Website In the Past	A Relevant Website In the Future	
Total	105	129	113	121	44	54	80	56	220	167	220	227	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Common name	100	121	108	113	42	52	73	54	209	158	212	215	
94.4	95.2	93.8	95.6	93.4	95.5	96.3	91.3	96.4	95.0	94.6	96.4	94.7	
Brand name	5	8	5	8	2	2	7	2	11	9	8	12	
5.6	4.8	6.2	4.4	6.6	4.5	3.7	8.8	3.6	5.0	5.4	3.6	5.3	
Other	-	-	-	-	-	-	-	-	-	-	-	-	
Haven't heard/don't know	-	-	-	-	-	-	-	-	-	-	-	-	
Refused	-	-	-	-	-	-	-	-	-	-	-	-	
Adds to:													
Rows	234	129	113	121	44	54	80	56	220	167	220	227	
Respondents	234	129	113	121	44	54	80	56	220	167	220	227	

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2012 Consumer Opinion Survey
TIMELINES
FINAL

Q10 Do you think HELP SCREEN is...

Base : Expressed an Opinion

	Gender		Age		Region			Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	Social Net-working website	Website Where You Can Record Events	A Relevant Website In the Past	A Relevant Website In the Future	
Total	99	114	104	109	43	43	74	53	201	158	203	206	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Common name	85	95	84	96	38	38	59	45	173	136	176	175	
84.5	85.9	83.3	80.8	88.1	88.4	88.4	79.7	84.9	86.1	86.1	86.7	85.0	
Brand name	14	18	20	12	5	5	14	8	27	22	26	30	
15.0	14.1	15.8	19.2	11.0	11.6	11.6	18.9	15.1	13.4	13.9	12.8	14.6	
Both	-	1	-	1	-	-	1	-	1	-	1	1	
0.5	-	0.9	-	0.9	-	-	1.4	-	0.5	-	0.5	0.5	
Other	-	-	-	-	-	-	-	-	-	-	-	-	
Haven't heard/don't know	-	-	-	-	-	-	-	-	-	-	-	-	
Refused	-	-	-	-	-	-	-	-	-	-	-	-	
Adds to:													
Rows	99	114	104	109	43	43	74	53	201	158	203	206	
Respondents	99	114	104	109	43	43	74	53	201	158	203	206	

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TIMELINES
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Q11 Do you think STUBHUB is...

Base : Expressed an Opinion

	Gender		Age		Region			Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	Website Where You Can Record Events	A Relevant Website In the Past	A Relevant Website In the Future	Accessed	Access
Total	97	96	104	89	39	38	69	47	185	143	183	188	188
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Common name	7	12	7	12	1	4	9	5	18	11	18	18	18
9.8	7.2	12.5	6.7	13.5	2.6	10.5	13.0	10.6	9.7	7.7	9.8	9.8	9.6
Brand name	90	84	97	77	38	34	60	42	167	132	165	170	170
90.2	92.8	87.5	93.3	86.5	97.4	89.5	87.0	89.4	90.3	92.3	90.2	90.2	90.4
Other	-	-	-	-	-	-	-	-	-	-	-	-	-
Haven't heard/don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-
Adds to:													
Rows	97	96	104	89	39	38	69	47	185	143	183	188	188
Respondents	97	96	104	89	39	38	69	47	185	143	183	183	188

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2012 Consumer Opinion Survey
TIMELINES
FINAL

Q12 Do you think TIMELINES is...

Base : Expressed an Opinion

	Gender		Age		Region			Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	Social Net-working website	Website Where You Can Record Events	A Relevant Website In the Past	A Relevant Website In the Future	
Total	102	120	114	108	41	49	75	57	211	163	208	216	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Common name	73	91	82	82	28	37	53	46	159	123	159	160	
73.9	71.6	75.8	71.9	75.9	68.3	75.5	70.7	80.7	75.4	75.5	76.4	74.1	
Brand name	29	28	32	25	13	12	21	11	51	40	48	55	
25.7	28.4	23.3	28.1	23.1	31.7	24.5	28.0	19.3	24.2	24.5	23.1	25.5	
Both	-	1	-	1	-	-	1	-	1	-	1	1	
0.5	-	0.8	-	0.9	-	-	1.3	-	0.5	-	0.5	0.5	
Other	-	-	-	-	-	-	-	-	-	-	-	-	
Haven't heard/don't know	-	-	-	-	-	-	-	-	-	-	-	-	
Refused	-	-	-	-	-	-	-	-	-	-	-	-	
Adds to:													
Rows	102	120	114	108	41	49	75	57	211	163	208	216	
Respondents	102	120	114	108	41	49	75	57	211	163	208	216	

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Appendix E

Field Survey II: Survey Materials

- *Field Survey II (“TIMELINE”)*
 - *Supervisor Instructions*
 - *Interviewer Instructions*
 - *Responses to General Questions*
 - *Survey Instrument (Landline)*
 - *Survey Instrument (Cell)*

Field Research Corporation
San Francisco, CA 94108

583-001

FIELD SURVEY II
– Supervisor Instructions –

Background Information

Field Research Corporation is conducting a survey with a nationwide random sample of persons age 14 and older about their understanding of some names or terms used in connection with a website or website tool. The survey will be administered using Field Research's computer-assisted-telephone interviewing system (CATI) from our interviewing facilities in California. All supervisors and interviewers must participate in a training session for the project, be familiar with the survey instruments and the written instructions for the study, and know how to use the CATI programs. There are two CATI programs for the study: one for interviews that will be conducted on landline phones and one for cell phone interviews.

Only experienced supervisors and interviewers should be assigned to the project, and all interviewing staff assigned to the project should become familiar with the CATI programs by conducting practice interviews using the CATI practice programs.

The Sample, Eligibility, and Respondent Selection

For the survey, a nationwide random sample of landline and cell phone numbers has been generated for the United States using a sampling method known as random-digit-dialing. This method of sampling ensures that (a) persons who live in households with listed and unlisted landline telephones and (b) persons who do not have a landline telephone will be included in the survey. However, some of the randomly generated telephone numbers will not be eligible (*e.g.*, they will be assigned to a business, fax machine, or modem; they will be disconnected). If an interviewer reaches such a number, he/she should assign the appropriate outcome code.

When an interviewer reaches someone in a household on a landline telephone, he/she will administer the respondent selection portion of the questionnaire to randomly select the person in the household to interview. To ensure that a representative sample is screened for eligibility, quotas have been set for males and for females in the following three age groups: (a) age 14 to 34, (b) age 35 to 54, and (c) age 55 and older. When a household is first contacted, the computer program will instruct the interviewer to ask for someone in one of the age/gender groups until the screening interviews for each group are completed. After the randomly selected respondent is identified and reached, the interviewer should administer the screener portion of the interview to determine whether the respondent is eligible for the survey.

When an interviewer reaches someone on a cell phone, he/she will first determine the respondent's age and gender. If the quota for the age/gender group is not full, the interviewer will then ask whether the respondent receives all or most of his/her personal telephone calls on this phone. If so, the interviewer will administer the screener portion of the interview to determine whether the respondent is eligible for the survey.

To be eligible for the survey, respondents must have done one or more of the following things during the past 3 months or say that they think they will do this during the next 3 months: (a) access a website where you can record events and contribute descriptions, photos, videos and links related to events and/or (b) access a social networking website. Respondents also must satisfy several other criteria (*e.g.*, not work for an Internet company, not work in marketing research or advertising research). Eligible respondents will be administered a short questionnaire.

The Survey Instrument

A survey instrument has been prepared for the study which includes: respondent selection procedures, screener questions to determine eligibility for the survey, and a questionnaire for eligible respondents. All of the items in the survey instrument specify (a) when to read the response categories, (b) the order in which the response categories are to be read, and (c) instructions for recording respondents' answers. Interviewers should be thoroughly familiar with the CATI instrument before conducting any interviews.

Scheduling Interviews and Recording Call Attempts

Randomly generated telephone numbers for households and cell phones will be dialed multiple times during the data collection period (as necessary) (a) to determine whether it is a household or cell phone telephone number, (b) to reach and screen the randomly selected person in the household (for landline telephone numbers) or to reach a person who receives all or most of his/her personal calls on a cell phone (for cell phone numbers), and (c) to complete an interview with an eligible respondent if there is one. Interviewers should record the appropriate outcome code each time they dial a telephone number (*e.g.*, completed interview, no answer, busy signal, callback).

The interview is very short and should only take about ten minutes to administer. Interviewers should attempt to administer the screening portion of the survey instrument when interviewers first reach the randomly selected person in the household (for landlines) or a person on his/her cell phone and, if eligible, the interviewer should administer the questionnaire. If the randomly selected person in a household or a cell phone respondent is unavailable or unable to complete the survey instrument when first contacted, the interviewer will need to schedule a callback at a more convenient time for the respondent. Interviewing hours will be spread as evenly as possible across all interviewers working on the study; we do not want any interviewer completing a disproportionate number of interviews.

Obtaining Cooperation

Interviewers should make every effort to maximize cooperation with the study by assuring survey respondents that this is strictly a confidential opinion survey, providing background information on Field Research, and advising potential survey respondents that the questionnaire will not take very long to complete. Interviewers should assure potential survey respondents that individual names of survey respondents will not be identified or linked to the survey results.

Conducting Interviews

Interviewers must be familiar with the survey instrument before they conduct any interviews. Interviewers should follow the script carefully (*i.e.*, read the questions in a neutral manner, exactly as they are worded in the script, and in the order listed in CATI; read response categories for a question only when instructed to do so and in the order listed on the CATI screen). The order in which certain items in the questionnaire will be asked will be randomized across survey respondents. Additionally, the order in which response categories will be read for individual items will be randomized across survey respondents.

Interviewers should allow survey respondents as much time as they need to answer each question and should record answers completely and accurately. If interviewers need respondents to speak more slowly or to repeat their answers, they should politely ask them to do so. If a respondent's answer matches a precoded response, the interviewer should enter the appropriate code for that response. If a respondent's answer does not match a precoded response the interviewer should enter the code for "other" and record the respondent's verbatim answer in the CATI screen that asks them to "specify" the respondent's answer.

Answering Questions

Interviewers should not interpret specific items or instructions in the survey instrument. If asked to do so by the survey respondent, interviewers should indicate that they do not want to bias survey respondents' answers in any way. Interviewers may offer to reread a question and ask the survey respondent to use his/her best judgment in answering it. The entire question should be reread exactly as it is worded. Interviewers should never paraphrase or reread just a portion of a question.

We have anticipated some general questions about the study and have provided standard responses that interviewers can read when answering survey respondents' questions. Supervisors and interviewers should be familiar with these questions and answers and should not attempt to answer any other questions about the study. If you or an interviewer does not know how to respond to a question or comment, offer to provide the name and number for the project director, Dr. Jay.

Confidentiality

After data for the study have been collected, personal identifiers (*e.g.*, survey respondents' names, telephone numbers) will be removed from the database. As a supervisor, you are responsible for ensuring that individual responses are kept confidential at all times. Interviewers may not divulge anything they learn during an interview except to record answers on the computer or discuss a problem with their supervisor.

Quality Control

Interviewers should be monitored throughout the data collection period to ensure that they are following the survey instructions, properly administering the survey instrument, and recording answers completely and accurately. If you or an interviewer has any questions or problems, contact Dr. Jay immediately by telephone.

Overview of Supervisor Responsibilities

Before supervising any interviews, you will need to review and understand the supervisor and interviewer instructions and be familiar with the survey instrument. You also will need to attend the training session for the project. It is your responsibility to:

- Assign only experienced interviewers to the project who have excellent interviewing skills and who are able to record survey responses accurately and completely.
- Ensure that all interviewers have participated in a project briefing and are familiar with the survey instrument and CATI program before being allowed to conduct any interviews.
- Ensure that interviewers are always supervised.
- Monitor interviewers throughout the data collection period to ensure that they properly administer the survey instrument for the study, according to the written instructions.
- Ensure that the sample is worked properly (*e.g.*, numbers are dialed multiple times; callbacks are made at scheduled times; work is spread out evenly across interviewers).
- Call Dr. Jay immediately if a supervisor or interviewer has any questions or problems.

Summary of Monitoring Activities

Interviewers may not work without a supervisor present; you will need to ensure that all interviewers do the following:

- Strictly adhere to the written instructions for conducting the study and the instructions on the survey instrument (which also will appear on the CATI screen along with the items).
- Make every effort to maximize cooperation with the study.
- Properly administer the survey instrument for the study (*e.g.*, read each question in a clear and neutral manner and in the order shown on the CATI screen).
- Read questions clearly and exactly as written; if a survey respondent says he/she does not understand a question, the interviewer should repeat the entire question.
- Read response categories only when instructed to do so and read them in the order listed on the CATI screen.
- Allow survey respondents sufficient time to answer each question before proceeding to the next one, and accurately and completely record survey respondents' answers to all questions. When necessary, the interviewer should ask the survey respondent to speak more slowly or repeat his/her answer.
- If a respondent's answer does not match a precoded response the interviewer should enter the code for "other" and record the respondent's verbatim answer in the CATI screen that asks them to "specify" the respondent's answer. If the survey respondent does not have an opinion in response to a specific question, the interviewer should enter "DK" (don't know).
- Assign an outcome code to all attempts to complete an interview.
- Keep survey materials and survey respondents' answers confidential at all times.
- Notify the supervisor immediately if the interviewer has any questions or problems.
- If the survey respondent would like to speak to someone at Field Research, the interviewer should give the survey respondent Field Research's toll-free number and tell him/her to ask for Dr. Deborah Jay, the study director.

Field Research Corporation
San Francisco, CA 94108

583-001

FIELD SURVEY II
– Interviewer Instructions –

Background Information

Field Research Corporation is conducting a survey with a nationwide random sample of persons age 14 and older about their understanding of some names or terms used in connection with a website or website tool. The survey will be administered using Field Research's computer-assisted-telephone interviewing system (CATI) from our interviewing facilities in California. Before you conduct any interviews, you must participate in a training session for the project, be familiar with the survey instruments and the written instructions for the study, and know how to use the CATI programs. There are two CATI programs for the study: one for interviews that will be conducted on landline phones and one for cell phone interviews. You should familiarize yourself with the CATI programs by conducting practice interviews using the CATI practice programs.

The Sample, Eligibility, and Respondent Selection

For the survey, a nationwide random sample of landline and cell phone numbers has been generated for the United States using a sampling method known as random-digit-dialing. This method of sampling ensures that (a) persons who live in households with listed and unlisted landline telephones and (b) persons who do not have a landline telephone will be included in the survey. However, some of the randomly generated telephone numbers will not be eligible (*e.g.*, they will be assigned to a business, fax machine, or modem; they will be disconnected). If you reach such a number, you should assign the appropriate outcome code.

When you reach someone in a household on a landline phone, you will administer the respondent selection portion of the questionnaire to randomly select the person in the household to interview. To ensure that a representative sample is screened for eligibility, quotas have been set for males and for females in the following three age groups: (a) age 14 to 34, (b) age 35 to 54, and (c) age 55 and older. When a household is first contacted, the computer program will instruct you to ask for someone in one of the age/gender groups until the screening interviews for each group are completed. After the randomly selected respondent is identified and reached, you should administer the screener portion of the interview to determine whether the respondent is eligible for the survey.

When you reach someone on a cell phone, you will first determine the respondent's age and gender. If the quota for the age/gender group is not full, you will then ask whether the respondent receives all or most of his/her personal telephone calls on this phone. If so, you will administer the screener portion of the interview to determine whether the respondent is eligible for the survey.

To be eligible for the survey, respondents must have done one or more of the following things during the past 3 months or say that they think they will do this during the next 3 months: (a) access a website where you can record events and contribute descriptions, photos, videos and links related to events and/or (b) access a social networking website. Respondents also must satisfy several other criteria (*e.g.*, not work for an Internet company, not work in marketing research or advertising research). Eligible respondents will be administered a short questionnaire.

The Survey Instrument

A survey instrument has been prepared for the study which includes: respondent selection procedures, screener questions to determine eligibility for the survey, and a questionnaire for eligible respondents. All

of the items in the survey instrument specify (a) when to read the response categories, (b) the order in which the response categories are to be read, and (c) instructions for recording respondents' answers. You should be thoroughly familiar with the CATI instrument before conducting any interviews.

Scheduling Interviews and Recording Call Attempts

Randomly generated telephone numbers for households and cell phones will be dialed multiple times during the data collection period (as necessary) (a) to determine whether it is a household or cell phone telephone number, (b) to reach and screen the randomly selected person in the household (for landline telephone numbers) or to reach a person who receives all or most of his/her personal calls on a cell phone (for cell phone numbers), and (c) to complete an interview with an eligible respondent if there is one. You should record the appropriate outcome code each time you dial a telephone number (*e.g.*, completed interview, no answer, busy signal, callback).

The interview is very short and should only take about ten minutes to administer. You should attempt to administer the screening portion of the survey instrument when you first reach the randomly selected person in the household (for landlines) or a person on his/her cell phone and, if eligible, you should administer the questionnaire. If the randomly selected respondent in a household or a cell phone respondent is unavailable or unable to complete the survey instrument when first contacted, you will need to schedule a callback at a more convenient time for the respondent. Interviewing hours will be spread as evenly as possible across all interviewers working on the study; we do not want any interviewer completing a disproportionate number of interviews.

Obtaining Cooperation

You should make every effort to maximize cooperation with the study by assuring survey respondents that this is strictly a confidential opinion survey, providing background information on Field Research, and advising potential survey respondents that the questionnaire will not take very long to complete. You should assure potential survey respondents that individual names of survey respondents will not be identified or linked to the survey results.

Conducting Interviews

You should be familiar with the survey instrument before you conduct any interviews, and you should follow the script carefully (*i.e.*, read the questions in a neutral manner, exactly as they are worded in the script, and in the order listed in CATI; read response categories for a question only when instructed to do so and in the order listed on the CATI screen). The order in which certain items in the questionnaire will be asked will be randomized across survey respondents. Additionally, the order in which response categories will be read for individual items will be randomized across survey respondents.

You should allow survey respondents as much time as they need to answer each question and should record answers completely and accurately. If you need respondents to speak more slowly or to repeat their answers, you should politely ask them to do so. If a respondent's answer matches a precoded response, you should enter the appropriate code for that response. If a respondent's answer does not match a precoded response you should enter the code for "other" and record the respondent's verbatim answer in the CATI screen that asks you to "specify" the respondent's answer.

Answering Questions

You should not interpret specific items or instructions in the survey instrument. If asked to do so by the survey respondent, you should indicate that you do not want to bias survey respondents' answers in any way. You may offer to reread a question and ask the survey respondent to use his/her best judgment in

answering it. The entire question should be reread exactly as it is worded. You should never paraphrase or reread just a portion of a question.

We have anticipated some general questions about the study and have provided standard responses that you can read when answering survey respondents' questions. You should be familiar with these questions and answers and should not attempt to answer any other questions about the study. If you do not know how to respond to a question or comment, offer to provide the name and number for the project director, Dr. Jay.

Confidentiality

After data for the study have been collected, personal identifiers (*e.g.*, survey respondents' names, telephone numbers) will be removed from the database. You must keep individual responses confidential at all times. You may not divulge anything you learn during an interview except to record answers on the computer or discuss a problem with your supervisor.

Quality Control

You will be monitored throughout the data collection period to ensure that you are following the survey instructions, properly administering the survey instrument, and recording answers completely and accurately. If you have any questions or problems, contact your supervisor immediately.

Overview of Interviewer Responsibilities

Before conducting any interviews, you will need to review and understand the interviewer instructions and be familiar with the survey instrument. You also will need to attend the training session for the project. It is your responsibility to:

- Strictly adhere to the written instructions for conducting the study and the instructions on the survey instrument (which also will appear on the CATI screen along with the items).
- Make every effort to maximize cooperation with the study.
- Properly administer the survey instrument for the study (*e.g.*, read each question in a clear and neutral manner and in the order shown on the CATI screen).
- Read questions clearly and exactly as written; if a survey respondent says he/she does not understand a question, you should repeat the entire question.
- Read response categories only when instructed to do so and read them in the order listed on the CATI screen.
- Allow survey respondents sufficient time to answer each question before proceeding to the next one, and accurately and completely record survey respondents' answers to all questions. When necessary, you should ask the survey respondent to speak more slowly or repeat his/her answer.
- If a respondent's answer does not match a precoded response you should enter the code for "other" and record the respondent's verbatim answer in the CATI screen that asks you to "specify" the respondent's answer. If the survey respondent does not have an opinion in response to a specific question, you should enter "DK" (don't know).
- Assign an outcome code to all attempts to complete an interview.
- Keep survey materials and survey respondents' answers confidential at all times.
- Notify the supervisor immediately if you have any questions or problems.
- If the survey respondent would like to speak to someone at Field Research, you should give the survey respondent Field Research's toll-free number and tell him/her to ask for Dr. Deborah Jay, the study director.

Field Research Corporation
San Francisco, CA 94108

583-001

FIELD SURVEY II
– Responses to General Questions –

“What is Field Research Corporation?”

Founded in 1945 by Mervin Field, Field Research Corporation is a nationally recognized public opinion and marketing research firm headquartered in San Francisco, California that conducts surveys for private corporations, nonprofit organizations, and government agencies.

IF NECESSARY, ADD: We are strictly a research firm. We do not work for political candidates, and we do not develop sales leads. Let me assure you that your individual responses will be strictly confidential. You will not become part of a marketing database nor will you receive a sales call as a result of your participation in this survey.

“Why are you conducting this survey?”

We are conducting a short opinion survey with a nationwide random sample of persons age 14 and older. To begin, I will be asking a few questions about whether you access the Internet for various types of information. The survey should take only about 10 minutes. We are not selling anything, and your individual responses will be strictly confidential.

“Who is sponsoring this survey?”

Field Research Corporation is a nationally recognized public opinion and marketing research firm headquartered in San Francisco, California. The surveys we conduct are sponsored by private corporations, nonprofit organizations, and government agencies.

IF NECESSARY, ADD: To ensure that no one will be biased, we are not told the sponsors of a particular study. If you would like more information about Field Research Corporation, I can have Dr. Deborah Jay, Field Research’s project director, contact you.

“How many people are you interviewing?”

We are interviewing hundreds of persons age 14 and older across the United States. The survey should only take about 10 minutes to complete, and your participation is important to ensure that all types of opinions are represented.

IF NECESSARY, ADD: To ensure that no one will be biased, we were not given any more information. If you would like, I can have Dr. Deborah Jay, Field Research’s project director, contact you.

“How long will this take?”

The length of the survey will depend on your answers. We anticipate that it will take about 10 minutes to complete. Why don’t we get started?

“Can I get more information about this study?”

This is all the information I have. However, if you would like I can have Dr. Deborah Jay, Field Research’s project director, call you. Alternatively, you can use Field Research Corporation’s toll-free number to call her at 1-800-234-0340.

Field Research Corporation
San Francisco, CA 94108

583-001

FIELD SURVEY II
– Survey Instrument (Landline) –

INTERVIEWER INSTRUCTION

READ EACH QUESTION EXACTLY AS WRITTEN, AND ALLOW THE RESPONDENT SUFFICIENT TIME TO ANSWER BEFORE PROCEEDING TO THE NEXT QUESTION. DO NOT CHANGE THE WORDING OF ANY QUESTION. RECORD RESPONSES ACCURATELY AND COMPLETELY.

INTRODUCTION

Hello, my name is _____ and I'm calling from Field Research Corporation. We are conducting a short opinion survey. We are not selling anything, and individual responses are confidential.

IF NECESSARY, ADD:

- Founded in 1945, Field Research Corporation is a research firm headquartered in San Francisco, California that is primarily involved in designing, conducting, analyzing and reporting on surveys.
- This will take only about 10 minutes.

RESPONDENT SELECTION

R1.	For this survey, I need to scientifically select a person in your household to interview. I would like to speak to the (male) (female) age (14 to 34) (35 to 54) (55 or older) living <u>in your household</u> who will have the next birthday. Who would that be? (ENTER <u>ONE</u> CODE)	RESPONDENT1 SOMEONE ELSE2 NO (MALE) (FEMALE) IN ELIGIBLE AGE GROUP LIVES IN HH3 NO (MEN) (WOMEN) IN LIVE IN HH4 NOT A HOUSEHOLD5 DON'T KNOW DK REFUSEDREF
-----	--	--

- IF R1 = 1, GO TO R3.
- IF R1 = 2, ASK R2.
- IF R1 = 3, THE PROGRAM WILL INSTRUCT YOU WHICH AGE/GENDER GROUP TO ASK FOR NEXT.
- IF R1 = DON'T KNOW, ASK TO SPEAK WITH SOMEONE ELSE WHO IS KNOWLEDGEABLE.
- ELSE, CLOSE INTERVIEW.

IF R1 = 2 (SOMEONE ELSE), ASK:

R2.	May I speak to that person? (ENTER <u>ONE</u> CODE)	AVAILABLE1 UNAVAILABLE2 REFUSEDREF
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- IF R2 = 1 (AVAILABLE), START AGAIN AT INTRO.
- IF R2 = 2 (UNAVAILABLE), GET NAME, ARRANGE CALLBACK.
- IF R2 = REF (REFUSED), CLOSE INTERVIEW.

R3.	For statistical purposes, I just want to confirm that you are a (male) (female) age (14 to 34) (35 to 54) (55 or older). (ENTER <u>ONE</u> CODE)	YES1 NO2 REFUSEDREF
-----	--	---

- IF R3 = 1 (YES), ASK R4.
- IF R3 = 2 (NO), START AGAIN AT R1.
- IF R3 = REFUSED, CLOSE INTERVIEW.

R4.	Just so you know, our supervisors sometimes monitor interviews to ensure quality and courtesy. (ENTER "1" WHEN FINISHED)	READ INSTRUCTION.....1
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SCREENER

S1. Do you or does anyone else in this household work... (ITEM)? (READ ITEMS IN RANDOM ORDER) (ENTER ONE CODE FOR EACH)

- | | <u>YES</u> | <u>NO</u> | <u>DK</u> | <u>REF</u> |
|---|------------|-----------|-----------|------------|
| () a. For a government agency..... | 1 | 2 | DK | REF |
| () b. For an Internet company..... | 1 | 2 | DK | REF |
| () c. In marketing research or advertising research..... | 1 | 2 | DK | REF |

- IF S1b AND S1c = NO, ASK S2.
- ELSE, CLOSE INTERVIEW (INELIGIBLE).

S2. During the past 3 months, did you access... (ITEM)? (READ ITEMS IN RANDOM ORDER) (ENTER ONE CODE FOR EACH)

- | | <u>YES</u> | <u>NO</u> | <u>DK</u> | <u>REF</u> |
|---|------------|-----------|-----------|------------|
| () a. A website for a government agency..... | 1 | 2 | DK | REF |
| () b. A website for a department store | 1 | 2 | DK | REF |
| () c. A website where you can record events and contribute descriptions,
photos, videos and links related to events | 1 | 2 | DK | REF |
| () d. A social networking website | 1 | 2 | DK | REF |

S3. During the next 3 months, do you think you will access... (ITEM)? (READ ITEMS IN RANDOM ORDER) (ENTER ONE CODE FOR EACH)

- | | <u>YES</u> | <u>NO</u> | <u>DK</u> | <u>REF</u> |
|---|------------|-----------|-----------|------------|
| () a. A website for a government agency..... | 1 | 2 | DK | REF |
| () b. A website for a department store | 1 | 2 | DK | REF |
| () c. A website where you can record events and contribute descriptions,
photos, videos and links related to events | 1 | 2 | DK | REF |
| () d. A social networking website | 1 | 2 | DK | REF |

- IF (S2c, S2d, S3c, OR S3d = YES, CONTINUE TO Q1.
- ELSE, CLOSE INTERVIEW (INELIGIBLE).

QUESTIONNAIRE

Q1. Now, I would like to ask you about your understanding of some names or terms used in connection with a website or website feature. For each one, I would like you to tell me whether you think it is a **common or generic name** or whether it is a **brand name**. A **common or generic name** refers to a name or term used to describe a type of website or website feature. A **brand name** refers to a name or term used to indicate the source of a website or website feature; that is, a website or website feature from one company.

Here are some examples. A **MOVIE RENTAL WEBSITE** is a common or generic name for a type of website, whereas **NETFLIX** is a brand name for a movie rental website from one company. **ONLINE BANKING** is a common or generic name for a type of feature on financial websites, whereas **PAYPAL** is a brand name for an online account from one company. (ENTER "1" WHEN FINISHED)

READ DEFINITION1

Q2. Before I ask you about the following names or terms used in connection with a website or website feature, I would like to assure you that we are only interested in your opinions and beliefs. After I read a name or term, if you would like me to repeat it or to spell the name or term again, please let me know. If you have not heard of a name or term or if you don't know what it refers to, please say so. (ENTER "1" WHEN FINISHED)

READ INSTRUCTION.....1

PROGRAMMER NOTE: ROTATE Q3-Q4.

<p>() Q3. The (first/second) name or term is HOTMAIL, which is spelled "H-O-T-M-A-I-L." Do you think HOTMAIL is a (common name or brand name) (brand name or common name)? (ENTER <u>ONE</u> CODE)</p>	<p>COMMON NAME.....1 BRAND NAME2 OTHER (SPECIFY).....3 HAVEN'T HEARD/DON'T KNOW4 REFUSEDREF</p>
<p>() Q4. The (first/second) name or term is SHOPPING CART, which is spelled "S-H-O-P-P-I-N-G C-A-R-T." Do you think SHOPPING CART is a (common name or brand name) (brand name or common name)? (ENTER <u>ONE</u> CODE)</p>	<p>COMMON NAME.....1 BRAND NAME2 OTHER (SPECIFY).....3 HAVEN'T HEARD/DON'T KNOW4 REFUSEDREF</p>

- IF Q3 = "BRAND NAME" AND Q4 = "COMMON NAME," CONTINUE.
- ELSE, CLOSE INTERVIEW (INELIGIBLE).

Q5. Now, I'm going to read you just a few more names or terms used in connection with a website or website feature. Once again, if you have not heard of a name or term or if you don't know what it refers to, please say so. (ENTER "1" WHEN FINISHED)

READ INSTRUCTION.....1

PROGRAMMER NOTE: RANDOMIZE Q6-Q11; ASK Q12 LAST.

<p>() Q6. Do you think WISH LIST, which is spelled "W-I-S-H L-I-S-T," is a (common name or brand name) (brand name or common name)? (ENTER <u>ONE</u> CODE)</p>	<p>COMMON NAME.....1 BRAND NAME2 OTHER (SPECIFY).....3 HAVEN'T HEARD/DON'T KNOW4 REFUSEDREF</p>
<p>() Q7. Do you think MAPQUEST, which is spelled "M-A-P-Q-U-E-S-T" is a (common name or brand name) (brand name or common name)? (ENTER <u>ONE</u> CODE)</p>	<p>COMMON NAME.....1 BRAND NAME2 OTHER (SPECIFY).....3 HAVEN'T HEARD/DON'T KNOW4 REFUSEDREF</p>
<p>() Q8. Do you think MYSPACE, which is spelled "M-Y-S-P-A-C-E," is a (common name or brand name) (brand name or common name)? (ENTER <u>ONE</u> CODE)</p>	<p>COMMON NAME.....1 BRAND NAME2 OTHER (SPECIFY).....3 HAVEN'T HEARD/DON'T KNOW4 REFUSEDREF</p>
<p>() Q9. Do you think LOGIN, which is spelled "L-O-G I-N," is a (common name or brand name) (brand name or common name)? (ENTER <u>ONE</u> CODE)</p>	<p>COMMON NAME.....1 BRAND NAME2 OTHER (SPECIFY).....3 HAVEN'T HEARD/DON'T KNOW4 REFUSEDREF</p>
<p>() Q10. Do you think HELP SCREEN, which is spelled "H-E-L-P S-C-R-E-E-N," is a (common name or brand name) (brand name or common name)? (ENTER <u>ONE</u> CODE)</p>	<p>COMMON NAME.....1 BRAND NAME2 OTHER (SPECIFY).....3 HAVEN'T HEARD/DON'T KNOW4 REFUSEDREF</p>

() Q11.	Do you think STUBHUB, which is spelled "S-T-U-B-H-U-B," is a (common name or brand name) (brand name or common name)? (ENTER <u>ONE</u> CODE)	COMMON NAME.....1 BRAND NAME2 OTHER (<i>SPECIFY</i>).....3 HAVEN'T HEARD/DON'T KNOW4 REFUSEDREF
Q12.	Do you think TIMELINE, which is spelled "T-I-M-E-L-I-N-E," is a (common name or brand name) (brand name or common name)? (ENTER <u>ONE</u> CODE)	COMMON NAME.....1 BRAND NAME2 OTHER (<i>SPECIFY</i>).....3 HAVEN'T HEARD/DON'T KNOW4 REFUSEDREF

CLOSE INTERVIEW

Those are all my questions. Thank you very much for participating in this survey.

Field Research Corporation
 San Francisco, CA 94108

583-001

FIELD SURVEY II
– Survey Instrument (Cell) –

INTERVIEWER INSTRUCTION

READ EACH QUESTION EXACTLY AS WRITTEN, AND ALLOW THE RESPONDENT SUFFICIENT TIME TO ANSWER BEFORE PROCEEDING TO THE NEXT QUESTION. DO NOT CHANGE THE WORDING OF ANY QUESTION. RECORD RESPONSES ACCURATELY AND COMPLETELY.

INTRODUCTION

Hello, my name is _____ and I'm calling from Field Research Corporation. We are conducting a short opinion survey. We are not selling anything, and individual responses are confidential.

IF NECESSARY, ADD:

- Founded in 1945, Field Research Corporation is a research firm headquartered in San Francisco, California that is primarily involved in designing, conducting, analyzing and reporting on surveys.
- This will take only about 10 minutes.

RESPONDENT SELECTION

R1.	To begin, could you please tell me whether you are under age 14, age 14 to 34, age 35 to 54, or age 55 or older? (ENTER <u>ONE</u> CODE)	UNDER AGE 141 14 TO 342 35 TO 543 55 OR OLDER.....4 REFUSEDREF
R2.	I need to confirm your gender. Are you male or female? (INTERVIEWER: ENTER <u>ONE</u> CODE)	MALE1 FEMALE2 REFUSEDREF

- IF UNDER AGE 14, CLOSE INTERVIEW (INELIGIBLE).
- IF AGE 14 OR OLDER AND AGE/GENDER QUOTA NOT FILLED, CONTINUE TO R3.
- IF AGE 14 OR OLDER AND AGE/GENDER QUOTA FILLED, CLOSE INTERVIEW (INELIGIBLE).

R3.	Do you receive all or most of your personal telephone calls on this telephone? (ENTER <u>ONE</u> CODE)	YES1 NO2 REFUSEDREF
-----	--	---

- IF R3 = 1 (YES), CONTINUE TO R4.
- ELSE, CLOSE INTERVIEW (INELIGIBLE).

R4.	Just so you know, our supervisors sometimes monitor interviews to ensure quality and courtesy. (ENTER "1" WHEN FINISHED)	READ INSTRUCTION.....1
-----	--	------------------------

SCREENER

S1. Do you or does anyone else in this household work... (ITEM)? (READ ITEMS IN RANDOM ORDER) (ENTER ONE CODE FOR EACH)

- | | <u>YES</u> | <u>NO</u> | <u>DK</u> | <u>REF</u> |
|---|------------|-----------|-----------|------------|
| () a. For a government agency..... | 1 | 2 | DK | REF |
| () b. For an Internet company..... | 1 | 2 | DK | REF |
| () c. In marketing research or advertising research..... | 1 | 2 | DK | REF |

- IF S1b AND S1c = NO, ASK S2.
- ELSE, CLOSE INTERVIEW (INELIGIBLE).

S2. During the past 3 months, did you access... (ITEM) ? (READ ITEMS IN RANDOM ORDER) (ENTER ONE CODE FOR EACH)

- | | <u>YES</u> | <u>NO</u> | <u>DK</u> | <u>REF</u> |
|---|------------|-----------|-----------|------------|
| () a. A website for a government agency..... | 1 | 2 | DK | REF |
| () b. A website for a department store | 1 | 2 | DK | REF |
| () c. A website where you can record events and contribute descriptions,
photos, videos and links related to events | 1 | 2 | DK | REF |
| () d. A social networking website | 1 | 2 | DK | REF |

S3. During the next 3 months, do you think you will access... (ITEM)? (READ ITEMS IN RANDOM ORDER) (ENTER ONE CODE FOR EACH)

- | | <u>YES</u> | <u>NO</u> | <u>DK</u> | <u>REF</u> |
|---|------------|-----------|-----------|------------|
| () a. A website for a government agency..... | 1 | 2 | DK | REF |
| () b. A website for a department store | 1 | 2 | DK | REF |
| () c. A website where you can record events and contribute descriptions,
photos, videos and links related to events | 1 | 2 | DK | REF |
| () d. A social networking website | 1 | 2 | DK | REF |

- IF (S2c, S2d, S3c, OR S3d = YES, CONTINUE TO Q1.
- ELSE, CLOSE INTERVIEW (INELIGIBLE).

QUESTIONNAIRE

Q1. Now, I would like to ask you about your understanding of some names or terms used in connection with a website or website feature. For each one, I would like you to tell me whether you think it is a **common or generic name** or whether it is a **brand name**. A **common or generic name** refers to a name or term used to describe a type of website or website feature. A **brand name** refers to a name or term used to indicate the source of a website or website feature; that is, a website or website feature from one company.

Here are some examples. A **MOVIE RENTAL WEBSITE** is a common or generic name for a type of website, whereas **NETFLIX** is a brand name for a movie rental website from one company. **ONLINE BANKING** is a common or generic name for a type of feature on financial websites, whereas **PAYPAL** is a brand name for an online account from one company. (ENTER "1" WHEN FINISHED)

READ DEFINITION1

Q2. Before I ask you about the following names or terms used in connection with a website or website feature, I would like to assure you that we are only interested in your opinions and beliefs. After I read a name or term, if you would like me to repeat it or to spell the name or term again, please let me know. If you have not heard of a name or term or if you don't know what it refers to, please say so. (ENTER "1" WHEN FINISHED)

READ INSTRUCTION.....1

PROGRAMMER NOTE: ROTATE Q3-Q4.

<p>() Q3. The (first/second) name or term is HOTMAIL, which is spelled "H-O-T-M-A-I-L." Do you think HOTMAIL is a (common name or brand name) (brand name or common name)? (ENTER <u>ONE</u> CODE)</p>	<p>COMMON NAME.....1 BRAND NAME2 OTHER (SPECIFY)3 HAVEN'T HEARD/DON'T KNOW4 REFUSEDREF</p>
<p>() Q4. The (first/second) name or term is SHOPPING CART, which is spelled "S-H-O-P-P-I-N-G C-A-R-T." Do you think SHOPPING CART is a (common name or brand name) (brand name or common name)? (ENTER <u>ONE</u> CODE)</p>	<p>COMMON NAME.....1 BRAND NAME2 OTHER (SPECIFY)3 HAVEN'T HEARD/DON'T KNOW4 REFUSEDREF</p>

- IF Q3 = "BRAND NAME" AND Q4 = "COMMON NAME," CONTINUE.
- ELSE, CLOSE INTERVIEW (INELIGIBLE).

Q5. Now, I'm going to read you just a few more names or terms used in connection with a website or website feature. Once again, if you have not heard of a name or term or if you don't know what it refers to, please say so. (ENTER "1" WHEN FINISHED)

READ INSTRUCTION.....1

PROGRAMMER NOTE: RANDOMIZE Q6-Q11; ASK Q12 LAST.

<p>() Q6. Do you think WISH LIST, which is spelled "W-I-S-H L-I-S-T," is a (common name or brand name) (brand name or common name)? (ENTER <u>ONE</u> CODE)</p>	<p>COMMON NAME.....1 BRAND NAME2 OTHER (SPECIFY)3 HAVEN'T HEARD/DON'T KNOW4 REFUSEDREF</p>
<p>() Q7. Do you think MAPQUEST, which is spelled "M-A-P-Q-U-E-S-T" is a (common name or brand name) (brand name or common name)? (ENTER <u>ONE</u> CODE)</p>	<p>COMMON NAME.....1 BRAND NAME2 OTHER (SPECIFY)3 HAVEN'T HEARD/DON'T KNOW4 REFUSEDREF</p>
<p>() Q8. Do you think MYSPACE, which is spelled "M-Y-S-P-A-C-E," is a (common name or brand name) (brand name or common name)? (ENTER <u>ONE</u> CODE)</p>	<p>COMMON NAME.....1 BRAND NAME2 OTHER (SPECIFY)3 HAVEN'T HEARD/DON'T KNOW4 REFUSEDREF</p>
<p>() Q9. Do you think LOGIN, which is spelled "L-O-G I-N," is a (common name or brand name) (brand name or common name)? (ENTER <u>ONE</u> CODE)</p>	<p>COMMON NAME.....1 BRAND NAME2 OTHER (SPECIFY)3 HAVEN'T HEARD/DON'T KNOW4 REFUSEDREF</p>
<p>() Q10. Do you think HELP SCREEN, which is spelled "H-E-L-P S-C-R-E-E-N," is a (common name or brand name) (brand name or common name)? (ENTER <u>ONE</u> CODE)</p>	<p>COMMON NAME.....1 BRAND NAME2 OTHER (SPECIFY)3 HAVEN'T HEARD/DON'T KNOW4 REFUSEDREF</p>

() Q11.	Do you think STUBHUB, which is spelled "S-T-U-B-H-U-B," is a (common name or brand name) (brand name or common name)? (ENTER <u>ONE</u> CODE)	COMMON NAME.....1 BRAND NAME2 OTHER (<i>SPECIFY</i>).....3 HAVEN'T HEARD/DON'T KNOW4 REFUSEDREF
Q12.	Do you think TIMELINE, which is spelled "T-I-M-E-L-I-N-E," is a (common name or brand name) (brand name or common name)? (ENTER <u>ONE</u> CODE)	COMMON NAME.....1 BRAND NAME2 OTHER (<i>SPECIFY</i>).....3 HAVEN'T HEARD/DON'T KNOW4 REFUSEDREF

CLOSE INTERVIEW

Those are all my questions. Thank you very much for participating in this survey.

Appendix F

Field Survey II: Sample CATI Screens

**Sample CATI Screens
Field Survey II (Landline)**

SMS SCREEN #1

INTERVIEWER INSTRUCTION:

READ EACH QUESTION EXACTLY AS WRITTEN, AND ALLOW THE RESPONDENT SUFFICIENT TIME TO ANSWER BEFORE PROCEEDING TO THE NEXT QUESTION. DO NOT CHANGE THE WORDING OF ANY QUESTION. RECORD RESPONSES ACCURATELY AND COMPLETELY.

Hit any key to continue■

1/INTRO

Hello, my name is _____ and I'm calling from Field Research Corporation. We are conducting a short opinion survey. We are not selling anything, and individual responses are confidential.

IF NECESSARY, ADD:

- * Founded in 1945, Field Research Corporation is a research firm headquartered in San Francisco, California that is primarily involved in designing, conducting, analyzing and reporting on surveys.
- * This will only take about 10 minutes.

- 1 CONTINUE
- 2 NEW PERSON COMING TO PHONE
- 3 RETURN TO CONTACT SCREEN

Reply may be REF

.. Reply may be one of the above

Response: ■

EXAMPLE 1

2/QR1

For this survey, I need to scientifically select a person living in your household to interview. I would like to speak to the male age 14 to 34 living in your household who will have the next birthday. Who would that be?

<ENTER ONE CODE>

- 1 RESPONDENT
- 2 SOMEONE ELSE
- 3 NO MALE IN ELIGIBLE AGE GROUP LIVES IN HOUSEHOLD
- 4 NO MALES LIVE IN HOUSEHOLD
- 5 NOT A HOUSEHOLD
- 6 RETURN TO CONTACT SCREEN

Reply may be DK or REF
.. Reply may be one of the above

Response: ■

EXAMPLE 2

2/QR1

For this survey, I need to scientifically select a person living in your household to interview. I would like to speak to the male age 35 to 54 living in your household who will have the next birthday. Who would that be?

<ENTER ONE CODE>

- 1 RESPONDENT
- 2 SOMEONE ELSE
- 3 NO MALE IN ELIGIBLE AGE GROUP LIVES IN HOUSEHOLD
- 4 NO MALES LIVE IN HOUSEHOLD
- 5 NOT A HOUSEHOLD
- 6 RETURN TO CONTACT SCREEN

Reply may be DK or REF
.. Reply may be one of the above

Response: ■

IF R1 = 3 (NO MALE IN ELIGIBLE AGE GROUP LIVES IN HOUSEHOLD)

4/QR1

In that case, I would like to speak to the male age 55 or older living in your household who will have the next birthday. Who would that be?

<ENTER ONE CODE>

- 1 RESPONDENT
- 2 SOMEONE ELSE
- 3 NO MALE IN ELIGIBLE AGE GROUP LIVES IN HOUSEHOLD
- 4 NO MALES LIVE IN HOUSEHOLD
- 5 NOT A HOUSEHOLD
- 6 RETURN TO CONTACT SCREEN

Reply may be DK or REF

.. Reply may be one of the above

Response: ■

**IF R1 = 4 (NO MALES LIVE IN HOUSEHOLD)
EXAMPLE 1**

3/QR1

In that case, I would like to speak to the female age 14 to 34 living in your household who will have the next birthday. Who would that be?

<ENTER ONE CODE>

- 1 RESPONDENT
- 2 SOMEONE ELSE
- 3 NO FEMALE IN ELIGIBLE AGE GROUP LIVES IN HOUSEHOLD
- 4 NO FEMALES LIVE IN HOUSEHOLD
- 5 NOT A HOUSEHOLD
- 6 RETURN TO CONTACT SCREEN

Reply may be DK or REF
.. Reply may be one of the above

Response: ■

EXAMPLE 2

6/QR1

In that case, I would like to speak to the female age 55 or older living in your household who will have the next birthday. Who would that be?

<ENTER ONE CODE>

- 1 RESPONDENT
- 2 SOMEONE ELSE
- 3 NO FEMALE IN ELIGIBLE AGE GROUP LIVES IN HOUSEHOLD
- 4 NO FEMALES LIVE IN HOUSEHOLD
- 5 NOT A HOUSEHOLD
- 6 RETURN TO CONTACT SCREEN

Reply may be DK or REF
.. Reply may be one of the above

Response: ■

IF R1 = 2 (SOMEONE ELSE)

5/QR2

May I speak to that person? <ENTER ONE CODE>

- 1 AVAILABLE
- 2 UNAVAILABLE

Reply may be REF

.. Reply may be one of the above

Response: ■

IF R2 = 1 (AVAILABLE)

9/QR3

For statistical purposes, I just want to confirm that you are a male age 14 to
34. <ENTER ONE CODE>

- 1 YES
- 2 NO

Reply may be REF

.. Reply may be one of the above

Response: ■

IF R3 = 1 (YES)

8/QR4

Just so you know, our supervisors sometimes monitor interviews to ensure quality and courtesy.

<ENTER "1" WHEN FINISHED.>

1 READ INSTRUCTION

Reply may not be NULL or DK or REF
.. Reply may be one of the above

Response: ■

11/QS1

Do you or does anyone else in this household work...

 (a) For a government agency?

<ENTER ONE CODE>

1 YES
2 NO

Reply may be DK or REF
.. Reply may be one of the above

Response: ■

10/QS1

Do you or does anyone else in this household work...

 For an Internet company?

<ENTER ONE CODE>

1 YES
2 NO

Reply may be DK or REF
.. Reply may be one of the above

Response: ■

9/QS1

Do you or does anyone else in this household work...

 <c> In marketing research or advertising research?

<ENTER ONE CODE>

1 YES
2 NO

Reply may be DK or REF
.. Reply may be one of the above

Response: ■

IF S1B AND S1C = 2 (NO)**10/QS2**During the **past** three months, did you access...

a website for a government agency?

<ENTER **ONE** CODE>

- 1 YES
- 2 NO

Reply may be DK or REF

.. Reply may be one of the above

Response: ■

18/QS2

<During the **past** three months, did you access...>

a website for a department store?
<ENTER **ONE** CODE>

1 YES
2 NO

Reply may be DK or REF
.. Reply may be one of the above

Response: ■

17/QS2

<During the **past** three months, did you access...>

a website where you can record events and contribute descriptions, photos,
videos and links related to events?

<ENTER **ONE** CODE>

- 1 YES
- 2 NO

Reply may be DK or REF

.. Reply may be one of the above

Response: ■

13/QS2

<During the **past** three months, did you access...>

a social networking website?

<ENTER **ONE** CODE>

1 YES
2 NO

Reply may be DK or REF
.. Reply may be one of the above

Response: ■

20/Q53

During the **next** three months, do you think you will access...

a website for a government agency?
<ENTER **ONE** CODE>

- 1 YES
- 2 NO

Reply may be DK or REF

.. Reply may be one of the above

Response: ■

23/QS3

<During the **next** three months, do you think you will access...>

a website for a department store?

<ENTER **ONE** CODE>

- 1 YES
- 2 NO

Reply may be DK or REF

.. Reply may be one of the above

Response: ■

21/QS3

<During the **next** three months, do you think you will access...>

a website where you can record events and contribute descriptions, photos,
videos and links related to events?

<ENTER **ONE** CODE>

- 1 YES
- 2 NO

Reply may be DK or REF

.. Reply may be one of the above

Response: ■

22/QS3

<During the **next** three months, do you think you will access...>

a social networking website?

<ENTER **ONE** CODE>

1 YES
2 NO

Reply may be DK or REF
.. Reply may be one of the above

Response: ■

IF S2C, S2D, S3C OR S3D = 1 (YES)

Now, I would like to ask you about your understanding of some names or terms used in connection with a website or website feature. For each one, I would like you to tell me whether you think it is a **common or generic name** or whether it is a **brand name**. A **common or generic name** refers to a name or term used to describe a type of website or website feature. A **brand name** refers to a name or term used to indicate the source of a website or website feature; that is, a website or website feature from one company.

Hit any key to continue■

20/Q1

Here are some examples. A **MOVIE RENTAL WEBSITE** is a common or generic name for a type of website, whereas **NETFLIX** is a brand name for a movie rental website from one company. **ONLINE BANKING** is a common or generic name for a type of feature on financial websites, whereas **PAYPAL** is a brand name for an online account from one company.
<ENTER "1" WHEN FINISHED>

1 READ DEFINITION

Reply may not be NULL or DK or REF
.. Reply may be one of the above

Response: ■

21/Q2

Before I ask you about the following names or terms used in connection with a website or website feature, I would like to assure you that we are only interested in your opinions and beliefs. After I read a name or term, if you would like me to repeat it or to spell the name or term again, please let me know. If you have not heard of a name or term or if you don't know what it refers to, please say so.
<ENTER "1" WHEN FINISHED>

1 READ INSTRUCTION

Reply may not be NULL or DK or REF
.. Reply may be one of the above

Response: ■

ROTATION A*

18/Q4

The first name or term is **SHOPPING CART**, which is spelled "S-H-O-P-P-I-N-G C-A-R-T." Do you think **SHOPPING CART** is a common name or brand name?

<ENTER ONE CODE>

- 1 COMMON NAME
- 2 BRAND NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION B

23/Q4

The second name or term is **SHOPPING CART**, which is spelled "S-H-O-P-P-I-N-G C-A-R-T." Do you think **SHOPPING CART** is a brand name or common name?

<ENTER ONE CODE>

- 1 BRAND NAME
- 2 COMMON NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

* The order of Questions 3 and 4 were rotated across respondents.

ROTATION A*

26/Q3

The first name or term is **HOTMAIL**, which is spelled "H-O-T-M-A-I-L." Do you think **HOTMAIL** is a common name or brand name?

<ENTER **ONE** CODE>

- 1 COMMON NAME
- 2 BRAND NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION B

23/Q3

The second name or term is **HOTMAIL**, which is spelled "H-O-T-M-A-I-L." Do you think **HOTMAIL** is a brand name or common name?

<ENTER **ONE** CODE>

- 1 BRAND NAME
- 2 COMMON NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

* The order of Questions 3 and 4 were rotated across respondents.

IF Q3 = "BRAND NAME" AND Q4 = "COMMON NAME"

28/Q5

Now, I'm going to read you just a few more names or terms used in connection with a website or website feature. Once again, if you have not heard of a name or term or if you don't know what it refers to, please say so.

<ENTER "1" WHEN FINISHED>

1 READ INSTRUCTION

Reply may not be NULL or DK or REF
.. Reply may be one of the above

Response: ■

ROTATION A

29/Q6X12

Q6

Do you think **WISH LIST**, which is spelled "W-I-S-H L-I-S-T," is a common name or brand name?

<ENTER ONE CODE>

- 1 COMMON NAME
- 2 BRAND NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION B

25/Q6X12

Q6

Do you think **WISH LIST**, which is spelled "W-I-S-H L-I-S-T," is a brand name or common name?

<ENTER ONE CODE>

- 1 BRAND NAME
- 2 COMMON NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION A

34/Q6X12

Q7

Do you think **MAPQUEST**, which is spelled "M-A-P-Q-U-E-S-T," is a common name or brand name?

<ENTER ONE CODE>

- 1 COMMON NAME
- 2 BRAND NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION B

29/Q6X12

Q7

Do you think **MAPQUEST**, which is spelled "M-A-P-Q-U-E-S-T," is a brand name or common name?

<ENTER ONE CODE>

- 1 BRAND NAME
- 2 COMMON NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION A

33/Q6X12

Q8

Do you think **MYSPACE**, which is spelled "M-Y-S-P-A-C-E," is a common name or brand name?

<ENTER ONE CODE>

- 1 COMMON NAME
- 2 BRAND NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION B

27/Q6X12

Q8

Do you think **MYSPACE**, which is spelled "M-Y-S-P-A-C-E," is a brand name or common name?

<ENTER ONE CODE>

- 1 BRAND NAME
- 2 COMMON NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION A

31/Q6X12

Q9

Do you think **LOGIN, which is spelled "L-O-G-I-N,"** is a common name or brand name?

<ENTER ONE CODE>

- 1 COMMON NAME
- 2 BRAND NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF

.. Reply may be one of the above

Response: ■

ROTATION B

26/Q6X12

Q9

Do you think **LOGIN, which is spelled "L-O-G-I-N,"** is a brand name or common name?

<ENTER ONE CODE>

- 1 BRAND NAME
- 2 COMMON NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF

.. Reply may be one of the above

Response: ■

ROTATION A

30/Q6X12

Q10

Do you think **HELP SCREEN**, which is spelled "H-E-L-P S-C-R-E-E-N," is a common name or brand name?

<ENTER ONE CODE>

- 1 COMMON NAME
- 2 BRAND NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION B

28/Q6X12

Q10

Do you think **HELP SCREEN**, which is spelled "H-E-L-P S-C-R-E-E-N," is a brand name or common name?

<ENTER ONE CODE>

- 1 BRAND NAME
- 2 COMMON NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION A

32/Q6X12

Q11

Do you think **STUBHUB**, which is spelled "S-T-U-B-H-U-B," is a common name or brand name?

<ENTER ONE CODE>

- 1 COMMON NAME
- 2 BRAND NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF

.. Reply may be one of the above

Response: ■

ROTATION B

30/Q6X12

Q11

Do you think **STUBHUB**, which is spelled "S-T-U-B-H-U-B," is a brand name or common name?

<ENTER ONE CODE>

- 1 BRAND NAME
- 2 COMMON NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF

.. Reply may be one of the above

Response: ■

ROTATION A

27/Q12ASK

Q12

Do you think **TIMELINE**, which is spelled "T-I-M-E-L-I-N-E," is a common name or brand name?

<ENTER ONE CODE>

- 1 COMMON NAME
- 2 BRAND NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION B

31/Q12ASK

Q12

Do you think **TIMELINE**, which is spelled "T-I-M-E-L-I-N-E," is a brand name or common name?

<ENTER ONE CODE>

- 1 BRAND NAME
- 2 COMMON NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

Those are all my questions. Thank you very much for participating in this survey. <HANG-UP>

RESULT : Completed interview

RID : 5

SMS KEY: 100000

Hit any key to continue

Sample CATI Screens Field Survey II (Cell)

SMS SCREEN #1

INTERVIEWER INSTRUCTION:

READ EACH QUESTION EXACTLY AS WRITTEN, AND ALLOW THE RESPONDENT SUFFICIENT TIME TO ANSWER BEFORE PROCEEDING TO THE NEXT QUESTION. DO NOT CHANGE THE WORDING OF ANY QUESTION. RECORD RESPONSES ACCURATELY AND COMPLETELY.

Hit any key to continue■

1/INTRO

Hello, my name is _____ and I'm calling from Field Research Corporation. We are conducting a short opinion survey. We are not selling anything, and individual responses are confidential.

IF NECESSARY, ADD:

- * Founded in 1945, Field Research Corporation is a research firm headquartered in San Francisco, California that is primarily involved in designing, conducting, analyzing and reporting on surveys.
- * This will only take about 10 minutes.

- 1 CONTINUE
- 2 NEW PERSON COMING TO PHONE
- 3 RETURN TO CONTACT SCREEN

Reply may be REF

.. Reply may be one of the above

Response: ■

2/QR1

To begin, could you please tell me whether you are under age 14, age 14 to 34, age 35 to 54, or age 55 or older? <ENTER ONE CODE>

- 1 UNDER 14
- 2 14 TO 34
- 3 35 TO 54
- 4 55 OR OLDER
- 5 RETURN TO CONTACT SCREEN

Reply may be DK or REF

.. Reply may be one of the above

Response: ■

IF R1 = 2 (14 TO 34), 3 (35 TO 54) OR 4 (55 OR OLDER)

4/QR2

I need to confirm your gender. Are you male or female? <ENTER ONE CODE>

- 1 MALE
- 2 FEMALE

Reply may be REF

.. Reply may be one of the above

Response: ■

IF AGE 14 OR OLDER AND AGE/GENDER QUOTA NOT FILLED

5/QR3

Do you receive all or most of your personal telephone calls on this telephone?
(ENTER ONE CODE)

- 1 YES
- 2 NO

Reply may be REF

.. Reply may be one of the above

Response: ■

IF R3 = 1 (YES)

6/QR4

Just so you know, our supervisors sometimes monitor interviews to ensure quality and courtesy.

<ENTER "1" WHEN FINISHED.>

1 READ INSTRUCTION

Reply may not be NULL or DK or REF
.. Reply may be one of the above

Response: ■

9/QS1

Do you or does anyone else in this household work...

 (a) For a government agency?

<ENTER ONE CODE>

1 YES
2 NO

Reply may be DK or REF
.. Reply may be one of the above

Response: ■

8/QS1

Do you or does anyone else in this household work...

 For an Internet company?

<ENTER ONE CODE>

1 YES
2 NO

Reply may be DK or REF
.. Reply may be one of the above

Response: ■

7/QS1

Do you or does anyone else in this household work...

 <c> In marketing research or advertising research?

<ENTER ONE CODE>

1 YES
2 NO

Reply may be DK or REF
.. Reply may be one of the above

Response: ■

IF S1B AND S1C = 2 (NO)**10/QS2**During the **past** three months, did you access...

a website for a government agency?

<ENTER **ONE** CODE>

- 1 YES
- 2 NO

Reply may be DK or REF

.. Reply may be one of the above

Response: ■

18/QS2

<During the **past** three months, did you access...>

a website for a department store?
<ENTER **ONE** CODE>

1 YES
2 NO

Reply may be DK or REF
.. Reply may be one of the above

Response: ■

17/QS2

<During the **past** three months, did you access...>

a website where you can record events and contribute descriptions, photos, videos and links related to events?
<ENTER **ONE** CODE>

1 YES
2 NO

Reply may be DK or REF
.. Reply may be one of the above

Response: ■

13/QS2

<During the **past** three months, did you access...>

a social networking website?

<ENTER **ONE** CODE>

1 YES
2 NO

Reply may be DK or REF
.. Reply may be one of the above

Response: ■

20/QS3

During the **next** three months, do you think you will access...

a website for a government agency?
<ENTER **ONE** CODE>

- 1 YES
- 2 NO

Reply may be DK or REF

.. Reply may be one of the above

Response: ■

23/QS3

<During the **next** three months, do you think you will access...>

a website for a department store?

<ENTER **ONE** CODE>

- 1 YES
- 2 NO

Reply may be DK or REF

.. Reply may be one of the above

Response: ■

21/QS3

<During the **next** three months, do you think you will access...>

a website where you can record events and contribute descriptions, photos,
videos and links related to events?

<ENTER **ONE** CODE>

- 1 YES
- 2 NO

Reply may be DK or REF

.. Reply may be one of the above

Response: ■

22/QS3

<During the **next** three months, do you think you will access...>

a social networking website?

<ENTER **ONE** CODE>

1 YES
2 NO

Reply may be DK or REF
.. Reply may be one of the above

Response: ■

IF S2C, S2D, S3C OR S3D = 1 (YES)

Now, I would like to ask you about your understanding of some names or terms used in connection with a website or website feature. For each one, I would like you to tell me whether you think it is a **common or generic name** or whether it is a **brand name**. A **common or generic name** refers to a name or term used to describe a type of website or website feature. A **brand name** refers to a name or term used to indicate the source of a website or website feature; that is, a website or website feature from one company.

Hit any key to continue■

18/Q1

Here are some examples. A **MOVIE RENTAL WEBSITE** is a common or generic name for a type of website, whereas **NETFLIX** is a brand name for a movie rental website from one company. **ONLINE BANKING** is a common or generic name for a type of feature on financial websites, whereas **PAYPAL** is a brand name for an online account from one company.
<ENTER "1" WHEN FINISHED>

1 READ DEFINITION

Reply may not be NULL or DK or REF
.. Reply may be one of the above

Response: ■

19/Q2

Before I ask you about the following names or terms used in connection with a website or website feature, I would like to assure you that we are only interested in your opinions and beliefs. After I read a name or term, if you would like me to repeat it or to spell the name or term again, please let me know. If you have not heard of a name or term or if you don't know what it refers to, please say so.
<ENTER "1" WHEN FINISHED>

1 READ INSTRUCTION

Reply may not be NULL or DK or REF
.. Reply may be one of the above

Response: ■

ROTATION A*

26/Q3

The first name or term is **HOTMAIL**, which is spelled "H-O-T-M-A-I-L." Do you think **HOTMAIL** is a common name or brand name?

<ENTER **ONE** CODE>

- 1 COMMON NAME
- 2 BRAND NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION B

21/Q3

The second name or term is **HOTMAIL**, which is spelled "H-O-T-M-A-I-L." Do you think **HOTMAIL** is a brand name or common name?

<ENTER **ONE** CODE>

- 1 BRAND NAME
- 2 COMMON NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

* The order of Questions 3 and 4 were rotated across respondents.

ROTATION A*

18/Q4

The first name or term is **SHOPPING CART**, which is spelled "S-H-O-P-P-I-N-G C-A-R-T." Do you think **SHOPPING CART** is a common name or brand name?

<ENTER ONE CODE>

- 1 COMMON NAME
- 2 BRAND NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION B

19/Q4

The second name or term is **SHOPPING CART**, which is spelled "S-H-O-P-P-I-N-G C-A-R-T." Do you think **SHOPPING CART** is a brand name or common name?

<ENTER ONE CODE>

- 1 BRAND NAME
- 2 COMMON NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

* The order of Questions 3 and 4 were rotated across respondents.

IF Q3 = "BRAND NAME" AND Q4 = "COMMON NAME"

28/Q5

Now, I'm going to read you just a few more names or terms used in connection with a website or website feature. Once again, if you have not heard of a name or term or if you don't know what it refers to, please say so.

<ENTER "1" WHEN FINISHED>

1 READ INSTRUCTION

Reply may not be NULL or DK or REF
.. Reply may be one of the above

Response: ■

ROTATION A

29/Q6X12

Q6

Do you think **WISH LIST**, which is spelled "W-I-S-H L-I-S-T," is a common name or brand name?

<ENTER ONE CODE>

- 1 COMMON NAME
- 2 BRAND NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION B

28/Q6X12

Q6

Do you think **WISH LIST**, which is spelled "W-I-S-H L-I-S-T," is a brand name or common name?

<ENTER ONE CODE>

- 1 BRAND NAME
- 2 COMMON NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION A

34/Q6X12

Q7

Do you think **MAPQUEST**, which is spelled "M-A-P-Q-U-E-S-T," is a common name or brand name?

<ENTER ONE CODE>

- 1 COMMON NAME
- 2 BRAND NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION B

27/Q6X12

Q7

Do you think **MAPQUEST**, which is spelled "M-A-P-Q-U-E-S-T," is a brand name or common name?

<ENTER ONE CODE>

- 1 BRAND NAME
- 2 COMMON NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION A

33/Q6X12

Q8

Do you think **MYSPACE**, which is spelled "M-Y-S-P-A-C-E," is a common name or brand name?

<ENTER ONE CODE>

- 1 COMMON NAME
- 2 BRAND NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION B

23/Q6X12

Q8

Do you think **MYSPACE**, which is spelled "M-Y-S-P-A-C-E," is a brand name or common name?

<ENTER ONE CODE>

- 1 BRAND NAME
- 2 COMMON NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION A

31/Q6X12

Q9

Do you think **LOGIN, which is spelled "L-O-G-I-N,"** is a common name or brand name?

<ENTER ONE CODE>

- 1 COMMON NAME
- 2 BRAND NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION B

24/Q6X12

Q9

Do you think **LOGIN, which is spelled "L-O-G-I-N,"** is a brand name or common name?

<ENTER ONE CODE>

- 1 BRAND NAME
- 2 COMMON NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION A

30/Q6X12

Q10

Do you think **HELP SCREEN**, which is spelled "H-E-L-P S-C-R-E-E-N," is a common name or brand name?

<ENTER ONE CODE>

- 1 COMMON NAME
- 2 BRAND NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION B

26/Q6X12

Q10

Do you think **HELP SCREEN**, which is spelled "H-E-L-P S-C-R-E-E-N," is a brand name or common name?

<ENTER ONE CODE>

- 1 BRAND NAME
- 2 COMMON NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION A

32/Q6X12

Q11

Do you think **STUBHUB**, which is spelled "S-T-U-B-H-U-B," is a common name or brand name?

<ENTER ONE CODE>

- 1 COMMON NAME
- 2 BRAND NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION B

25/Q6X12

Q11

Do you think **STUBHUB**, which is spelled "S-T-U-B-H-U-B," is a brand name or common name?

<ENTER ONE CODE>

- 1 BRAND NAME
- 2 COMMON NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION A

27/Q12ASK

Q12

Do you think **TIMELINE**, which is spelled "T-I-M-E-L-I-N-E," is a common name or brand name?

<ENTER ONE CODE>

- 1 COMMON NAME
- 2 BRAND NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

ROTATION B

31/Q12ASK

Q12

Do you think **TIMELINE**, which is spelled "T-I-M-E-L-I-N-E," is a brand name or common name?

<ENTER ONE CODE>

- 1 BRAND NAME
- 2 COMMON NAME
- 3 OTHER <SPECIFY>
- 4 HAVEN'T HEARD/DON'T KNOW

Reply may be REF
.. Reply may be one of the above

Response: ■

Those are all my questions. Thank you very much for participating in this survey. <HANG-UP>

RESULT : Completed interview

RID : 4

SMS KEY: 100027

Hit any key to continue■

Appendix G

Field Survey II: Underlying Data Tables (Computer Printouts)

2012 Consumer Opinion Survey
TIMELINE
FINAL

R1 Age

Base : All Qualified Respondents

	Gender		Age		Region			Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	Social Net-working website	Website Where You Can Record Events	A Relevant Website In the Past	A Relevant Website In the Future	
Total	113	125	116	122	46	52	82	58	218	170	220	225	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Age 14 to 34	61	55	116	-	27	29	32	28	109	84	107	113	
48.7	54.0	44.0	100.0	-	58.7	55.8	39.0	48.3	50.0	49.4	48.6	50.2	
Age 35 to 54	41	42	-	83	15	15	36	17	74	59	79	78	
34.9	36.3	33.6	-	68.0	32.6	28.8	43.9	29.3	33.9	34.7	35.9	34.7	
Age 55 or older	11	28	-	39	4	8	14	13	35	27	34	34	
16.4	9.7	22.4	-	32.0	8.7	15.4	17.1	22.4	16.1	15.9	15.5	15.1	
Adds to:													
Rows	113	125	116	122	46	52	82	58	218	170	220	225	
Respondents	113	125	116	122	46	52	82	58	218	170	220	225	

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2012 Consumer Opinion Survey
TIMELINE
FINAL

R2 Gender

Base : All Qualified Respondents

	Gender		Age		Region			Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	A Rele- vant Website In the Past	A Rele- vant Website In the Future	A Rele- vant Website In the Future	A Rele- vant Website In the Future	
Total	113	125	116	122	46	52	82	58	218	170	220	225	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Male	113	-	61	52	21	26	39	27	97	86	102	105	
47.5	100.0	-	52.6	42.6	45.7	50.0	47.6	46.6	44.5	50.6	46.4	46.7	
Female	-	125	55	70	25	26	43	31	121	84	118	120	
52.5	-	100.0	47.4	57.4	54.3	50.0	52.4	53.4	55.5	49.4	53.6	53.3	
Adds to: Rows Respondents	238	238	238	238	238	238	238	238	238	238	238	238	
	113	125	116	122	46	52	82	58	218	170	220	225	
	113	125	116	122	46	52	82	58	218	170	220	225	

2012 Consumer Opinion Survey
TIMELINE
FINAL

S1 Do you or does anyone else in this household work...

a. For a government agency

Base : All Qualified Respondents

	Gender		Age		Region				Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	Social Net-working website	Where You Can Record Events	A Rele-vant Website In the Past	A Rele-vant Website In the Future	A Rele-vant Website In the Future	A Rele-vant Website In the Future
Total	====	====	====	====	====	====	====	====	====	====	====	====	====	====
Base	238	113	125	116	122	46	52	82	58	218	170	220	225	225
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Yes	35	14	21	19	16	3	8	16	8	32	27	35	34	34
	14.7	12.4	16.8	16.4	13.1	6.5	15.4	19.5	13.8	14.7	15.9	15.9	15.1	15.1
No	202	99	103	96	106	42	44	66	50	185	142	184	190	190
	84.9	87.6	82.4	82.8	86.9	91.3	84.6	80.5	86.2	84.9	83.5	83.6	84.4	84.4
Don't know/Refused (net)	1	-	1	1	-	1	-	-	-	1	1	1	1	1
	0.4	-	0.8	0.9	-	2.2	-	-	-	0.5	0.6	0.5	0.4	0.4
Don't know	1	-	1	1	-	1	-	-	-	1	1	1	1	1
	0.4	-	0.8	0.9	-	2.2	-	-	-	0.5	0.6	0.5	0.4	0.4
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Adds to:														
Rows	238	113	125	116	122	46	52	82	58	218	170	220	225	225
Respondents	238	113	125	116	122	46	52	82	58	218	170	220	225	225

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2012 Consumer Opinion Survey
TIMELINE
FINAL

S1 Do you or does anyone else in this household work...

b. For an Internet company

Base : All Qualified Respondents

	Gender		Age		Region			Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	Social Net-working website	Where You Can Record Events	A Relevant Website In the Past	A Relevant Website In the Future	
Total	113	125	116	122	46	52	82	58	218	170	220	225	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Base	238	113	116	122	46	52	82	58	218	170	220	225	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Yes	-	-	-	-	-	-	-	-	-	-	-	-	
No	238	113	116	122	46	52	82	58	218	170	220	225	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Don't know/Refused (net)	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	
Refused	-	-	-	-	-	-	-	-	-	-	-	-	
Adds to:	238	113	116	122	46	52	82	58	218	170	220	225	
Rows	238	113	116	122	46	52	82	58	218	170	220	225	
Respondents	238	113	116	122	46	52	82	58	218	170	220	225	

2012 Consumer Opinion Survey
TIMELINE
FINAL

S1 Do you or does anyone else in this household work...
c. In marketing research or advertising research
Base : All Qualified Respondents

	Gender		Age		Region				Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	Social Net-working website	Where You Can Record Events	A Relevant Website In the Past	A Relevant Website In the Future	A Relevant Website In the Future	
Total	113	125	116	122	46	52	82	58	218	170	220	225	225	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Base	238	113	125	116	122	46	52	82	58	218	170	220	225	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Yes	-	-	-	-	-	-	-	-	-	-	-	-	-	
No	238	113	125	116	122	46	52	82	58	218	170	220	225	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Don't know/Refused (net)	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	
Adds to:	238	113	125	116	122	46	52	82	58	218	170	220	225	
Rows	238	113	125	116	122	46	52	82	58	218	170	220	225	
Respondents	238	113	125	116	122	46	52	82	58	218	170	220	225	

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2012 Consumer Opinion Survey
TIMELINE
FINAL

S2 During the past three months, did you access...

a. A website for a government agency

Base : All Qualified Respondents

	Gender		Age		Region			35+		Social			Has or Will		Has		Will	
	Total	Men	Women	14-34	35+	NE	MW	SO	WE	Net-	working	website	Events	Access	Accessed	Rele-	Access	Rele-
	====	====	====	====	====	====	====	====	====	====	====	====	====	-----	-----	-----	-----	-----
Base	238	113	125	116	122	46	52	82	58	218	170	220	225	100.0	100.0	100.0	100.0	100.0
Yes	113	60	53	47	66	19	22	46	26	100	97	109	108	47.5	54.1	42.3	56.1	44.8
No	122	52	70	67	55	27	29	35	31	115	71	108	114	51.3	45.1	58.7	53.4	50.7
Don't know/Refused (net)	3	1	2	2	1	-	1	1	1	3	2	3	3	1.3	0.9	1.6	1.7	1.3
Don't know	3	1	2	2	1	-	1	1	1	3	2	3	3	1.3	0.9	1.6	1.7	1.3
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Adds to:																		
Rows	238	113	125	116	122	46	52	82	58	218	170	220	225	238	113	125	116	122
Respondents	238	113	125	116	122	46	52	82	58	218	170	220	225	238	113	125	116	122

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2012 Consumer Opinion Survey
TIMELINE
FINAL

S2 During the past three months, did you access...

b. A website for a department store

Base : All Qualified Respondents

	Gender		Age		Region				Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	Social Net-working website	Where You Can Record Events	A Relevant Website In the Past	A Relevant Website In the Future	A Relevant Website In the Future	A Relevant Website In the Future
Total	113	125	116	122	46	52	82	58	218	170	220	225	225	225
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Yes	64	82	68	78	27	32	54	33	138	113	141	140	140	140
61.3	56.6	65.6	58.6	63.9	58.7	61.5	65.9	56.9	63.3	66.5	64.1	62.2	62.2	62.2
No	49	42	47	44	19	20	27	25	79	57	78	84	84	84
38.2	43.4	33.6	40.5	36.1	41.3	38.5	32.9	43.1	36.2	33.5	35.5	37.3	37.3	37.3
Don't know/Refused (net)	1	1	1	1	-	-	1	-	1	-	1	1	1	1
0.4	-	0.8	0.9	-	-	-	1.2	-	0.5	-	0.5	0.4	0.4	0.4
Don't know	1	1	1	1	-	-	1	-	1	-	1	1	1	1
0.4	-	0.8	0.9	-	-	-	1.2	-	0.5	-	0.5	0.4	0.4	0.4
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Adds to:	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rows	113	125	116	122	46	52	82	58	218	170	220	225	225	225
Respondents	113	125	116	122	46	52	82	58	218	170	220	225	225	225

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2012 Consumer Opinion Survey
TIMELINE
FINAL

S2 During the past three months, did you access...

c. A website where you can record events and contribute descriptions, photos, videos and links related to events

Base : All Qualified Respondents

	Gender		Age		Region			Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	Social Net-working website	You Can Record Events	Where Website In the Past	Where Website In the Future	Where Website In the Future
Total	113	125	116	122	46	52	82	58	218	170	220	225	225
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Yes	71	72	75	68	28	30	51	34	128	143	143	136	136
60.1	62.8	57.6	64.7	55.7	60.9	57.7	62.2	58.6	58.7	84.1	65.0	60.4	60.4
No	38	52	39	51	16	21	29	24	85	24	72	86	86
37.8	33.6	41.6	33.6	41.8	34.8	40.4	35.4	41.4	39.0	14.1	32.7	38.2	38.2
Don't know/Refused (net)	4	1	2	3	2	1	2	-	5	3	5	3	3
2.1	3.5	0.8	1.7	2.5	4.3	1.9	2.4	-	2.3	1.8	2.3	1.3	1.3
Don't know	4	1	2	3	2	1	2	-	5	3	5	3	3
2.1	3.5	0.8	1.7	2.5	4.3	1.9	2.4	-	2.3	1.8	2.3	1.3	1.3
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
Adds to:													
Rows	113	125	116	122	46	52	82	58	218	170	220	225	225
Respondents	113	125	116	122	46	52	82	58	218	170	220	225	225

2012 Consumer Opinion Survey
TIMELINE
FINAL

S2 During the past three months, did you access...

d. A social networking website

Base : All Qualified Respondents

	Gender		Age		Region				Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	Social Net-working website	Where You Can working Record In the Past	Where You Can working Record In the Past	Where You Can working Record In the Past	Where You Can working Record In the Past	Where You Can working Record In the Past
Total	====	====	====	====	====	====	====	====	====	====	====	====	====	====
Base	238	113	125	116	122	46	52	82	58	218	170	220	225	100.0
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Yes	200	88	112	99	101	38	45	69	48	200	139	200	192	84.0
	84.0	77.9	89.6	85.3	82.8	82.6	86.5	84.1	82.8	91.7	81.8	90.9	85.3	81.8
No	38	25	13	17	21	8	7	13	10	18	31	20	33	16.0
	16.0	22.1	10.4	14.7	17.2	17.4	13.5	15.9	17.2	8.3	18.2	9.1	14.7	18.2
Don't know/Refused (net)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Adds to:	238	113	125	116	122	46	52	82	58	218	170	220	225	100.0
Rows Respondents	238	113	125	116	122	46	52	82	58	218	170	220	225	100.0

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TIMELINE
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S3 During the next three months, do you think you will access...

a. A website for a government agency

Base : All Qualified Respondents

	Gender		Age		Region			Has or Will Access		Has Accessed		Will Access	
	Total	Men	Women	14-34	35+	NE	MW	SO	WE	Social Net-working website	You Can Record Events	Where Website In the Past	Where Website In the Future
Base	238	113	125	116	122	46	52	82	58	218	170	220	225
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Yes	123	63	60	52	71	17	26	50	30	110	102	119	118
	51.7	55.8	48.0	44.8	58.2	37.0	50.0	61.0	51.7	50.5	60.0	54.1	52.4
No	108	46	62	59	49	27	24	31	26	102	62	95	101
	45.4	40.7	49.6	50.9	40.2	58.7	46.2	37.8	44.8	46.8	36.5	43.2	44.9
Don't know/Refused (net)	7	4	3	5	2	2	2	1	2	6	6	6	6
	2.9	3.5	2.4	4.3	1.6	4.3	3.8	1.2	3.4	2.8	3.5	2.7	2.7
Don't know	7	4	3	5	2	2	2	1	2	6	6	6	6
	2.9	3.5	2.4	4.3	1.6	4.3	3.8	1.2	3.4	2.8	3.5	2.7	2.7
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-
Adds to: Rows Respondents	238 238	113 113	125 125	116 116	122 122	46 46	52 52	82 82	58 58	218 218	170 170	220 220	225 225

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2012 Consumer Opinion Survey
TIMELINE
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S3 During the next three months, do you think you will access...

b. A website for a department store

Base : All Qualified Respondents

	Gender		Age		Region				Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	Social Net-working website	You Can Record Events	A Relevant Website In the Past	A Relevant Website In the Future	A Relevant Website In the Future	A Relevant Website In the Future
Total	113	125	116	122	46	52	82	58	218	170	220	225	225	225
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Yes	79	92	83	88	36	40	58	37	159	132	161	162	162	162
	69.9	73.6	71.6	72.1	78.3	76.9	70.7	63.8	72.9	77.6	73.2	72.0	72.0	72.0
No	32	31	30	33	9	10	24	20	55	36	55	59	59	59
	28.3	24.8	25.9	27.0	19.6	19.2	29.3	34.5	25.2	21.2	25.0	26.2	26.2	26.2
Don't know/Refused (net)	2	2	3	1	1	2	-	1	4	2	4	4	4	4
	1.8	1.6	2.6	0.8	2.2	3.8	-	1.7	1.8	1.2	1.8	1.8	1.8	1.8
Don't know	2	2	3	1	1	2	-	1	4	2	4	4	4	4
	1.8	1.6	2.6	0.8	2.2	3.8	-	1.7	1.8	1.2	1.8	1.8	1.8	1.8
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Adds to: Rows	113	125	116	122	46	52	82	58	218	170	220	225	225	225
Respondents	113	125	116	122	46	52	82	58	218	170	220	225	225	225

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S3 During the next three months, do you think you will access...

c. A website where you can record events and contribute descriptions, photos, videos and links related to events

Base : All Qualified Respondents

	Gender		Age		Region			14-34		35+		MW		SO		WE		Has or Will Access		Has Accessed		Will Access														
	Men	Women	14-34	35+	NE	MW	SO	WE	14-34	35+	MW	SO	WE	Social Net-working website	Where You Can Record Events	Accessed A Relevant Website In the Past	Accessed A Relevant Website In the Future	Social Net-working website	Where You Can Record Events	Accessed A Relevant Website In the Past	Accessed A Relevant Website In the Future															
Total	113	125	116	122	46	52	82	58	218	170	220	225	100.0	100.0	100.0	100.0	100.0	141	156	145	156	64.7	91.8	65.9	69.3											
Base	238	113	125	116	122	46	52	82	58	218	170	220	225	100.0	100.0	100.0	100.0	141	156	145	156	64.7	91.8	65.9	69.3											
Yes	78	78	79	77	31	33	53	39	141	156	145	156	64.7	91.8	65.9	69.3	75	33	42	32	43	32	43	27.6	35.2	27.6	35.2									
No	33	42	32	43	15	15	27	18	70	13	68	62	32.1	7.6	30.9	27.6	31.5	29.2	33.6	27.6	35.2	32.6	28.8	32.9	31.0	32.1	7.6	30.9	27.6							
Don't know/Refused (net)	2	5	5	2	-	4	2	1	7	1	7	7	3.2	0.6	3.2	3.1	2.9	1.8	4.0	4.3	1.6	-	7.7	2.4	1.7	3.2	0.6	3.2	3.1							
Don't know	2	5	5	2	-	4	2	1	7	1	7	7	3.2	0.6	3.2	3.1	2.9	1.8	4.0	4.3	1.6	-	7.7	2.4	1.7	3.2	0.6	3.2	3.1							
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-							
Adds to:	238	113	125	116	122	46	52	82	58	218	170	220	225	100.0	100.0	100.0	100.0	141	156	145	156	64.7	91.8	65.9	69.3	75	33	42	32	43	32	43	27.6	35.2	27.6	35.2
Respondents	238	113	125	116	122	46	52	82	58	218	170	220	225	100.0	100.0	100.0	100.0	141	156	145	156	64.7	91.8	65.9	69.3	75	33	42	32	43	32	43	27.6	35.2	27.6	35.2

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S3 During the next three months, do you think you will access...

d. A social networking website

Base : All Qualified Respondents

	Gender		Age		Region			35+		Social Access			Has or Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	Net-working website	You Can Record Events	Where Website In the Past	Where Website In the Future	Where Website In the Past	Where Website In the Future
Total	113	125	116	122	46	52	82	58	218	170	220	225	218	170
Base	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Yes	94	115	106	103	38	46	72	53	209	147	196	209	209	147
	83.2	92.0	91.4	84.4	82.6	88.5	87.8	91.4	95.9	86.5	89.1	92.9	95.9	86.5
No	19	10	10	19	8	6	10	5	9	23	24	16	9	23
	16.8	8.0	8.6	15.6	17.4	11.5	12.2	8.6	4.1	13.5	10.9	7.1	4.1	13.5
Don't know/Refused (net)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Adds to:														
Rows	238	113	116	122	46	52	82	58	218	170	220	225	218	170
Respondents	238	113	116	122	46	52	82	58	218	170	220	225	218	170

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S2/S3 Composite

Base : All Qualified Respondents

	Gender		Age		Region			Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	Website Where You Can Working Record Events	A Relevant Website In the Past	A Relevant Website In the Future	Access	Relevant
Total	113	125	116	122	46	52	82	58	218	170	220	225	225
Base	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Has or will access a relevant website	113	125	116	122	46	52	82	58	218	170	220	225	225
Has or will access a relevant website	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
All others	-	-	-	-	-	-	-	-	-	-	-	-	-
Adds to:	-	-	-	-	-	-	-	-	-	-	-	-	-
Rows	238	113	125	116	122	46	52	82	58	218	170	220	225
Respondents	238	113	125	116	122	46	52	82	58	218	170	220	225

2012 Consumer Opinion Survey
TIMELINE
FINAL

Q3 Do you think HOTMAIL is...

Base : All Qualified Respondents

	Gender		Age		Region			Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	A Relevant Website In the Past	A Relevant Website In the Future	A Relevant Website In the Past	A Relevant Website In the Future	
Total	113	125	116	122	46	52	82	58	218	170	220	225	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Base	113	125	116	122	46	52	82	58	218	170	220	225	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Common name	-	-	-	-	-	-	-	-	-	-	-	-	
Brand name	113	125	116	122	46	52	82	58	218	170	220	225	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Other	-	-	-	-	-	-	-	-	-	-	-	-	
Haven't heard/Don't know	-	-	-	-	-	-	-	-	-	-	-	-	
Refused	-	-	-	-	-	-	-	-	-	-	-	-	
Adds to:	113	125	116	122	46	52	82	58	218	170	220	225	
Rows	113	125	116	122	46	52	82	58	218	170	220	225	
Respondents	113	125	116	122	46	52	82	58	218	170	220	225	

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2012 Consumer Opinion Survey
TIMELINE
FINAL

Q4 Do you think SHOPPING CART is...

Base : All Qualified Respondents

	Gender		Age		Region			Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	Website Where	You Can Record	Website In the Past	A Relevant Website In the Future	
Total	113	125	116	122	46	52	82	58	218	170	220	225	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Common name	113	125	116	122	46	52	82	58	218	170	220	225	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Brand name	-	-	-	-	-	-	-	-	-	-	-	-	
Other	-	-	-	-	-	-	-	-	-	-	-	-	
Haven't heard/Don't know	-	-	-	-	-	-	-	-	-	-	-	-	
Refused	-	-	-	-	-	-	-	-	-	-	-	-	
Adds to:													
Rows	238	113	125	116	122	46	52	82	58	218	170	220	
Respondents	238	113	125	116	122	46	52	82	58	218	170	220	

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TIMELINE
FINAL

Q3/Q4 Composite

Base : All Qualified Respondents

	Gender		Age	Region			Has or Will Access		Has Accessed		Will Access	
	Men	Women		NE	MW	SO	WE	Website Where You Can Record Events	A Relevant Website In the Past	A Relevant Website In the Future		
Total	113	125	116	46	52	82	58	218	170	220	225	
Base	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Q3=Brand and Q4=Common name	113	125	116	46	52	82	58	218	170	220	225	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
All others	-	-	-	-	-	-	-	-	-	-	-	
Adds to: Rows Respondents	238	238	238	238	238	238	238	238	238	238	238	

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2012 Consumer Opinion Survey
TIMELINE
FINAL

Q6 Do you think WISH LIST is...

Base : All Qualified Respondents

	Gender		Age		Region			Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	Website Where You Can Record Events	A Relevant Website In the Past	A Relevant Website In the Future	Accessed	Will Access
Total	113	125	116	122	46	52	82	58	218	170	220	225	225
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Common name	92	110	96	106	39	44	70	49	185	147	193	190	190
84.9	81.4	88.0	82.8	86.9	84.8	84.6	85.4	84.5	84.9	86.5	87.7	84.4	84.4
Brand name	13	8	12	9	2	5	7	7	19	13	16	20	20
8.8	11.5	6.4	10.3	7.4	4.3	9.6	8.5	12.1	8.7	7.6	7.3	8.9	8.9
Other	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Haven't heard/don't know	8	7	8	7	5	3	5	2	14	10	11	15	15
6.3	7.1	5.6	6.9	5.7	10.9	5.8	6.1	3.4	6.4	5.9	5.0	6.7	6.7
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Adds to:													
Rows	238	113	116	122	46	52	82	58	218	170	220	225	225
Respondents	238	113	116	122	46	52	82	58	218	170	220	225	225

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TIMELINE
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Q7 Do you think MAPQUEST is...

Base : All Qualified Respondents

	Gender		Age		Region			Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	A Rele- vant Website In the Past	A Rele- vant Website In the Future	A Rele- vant Website In the Future	A Rele- vant Website In the Future	
Total	113	125	116	122	46	52	82	58	218	170	220	225	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Common name	3	2	3	2	-	-	2	3	5	4	4	5	
2.1	2.7	1.6	2.6	1.6	-	-	2.4	5.2	2.3	2.4	1.8	2.2	
Brand name	110	123	113	120	46	52	80	55	213	166	216	220	
97.9	97.3	98.4	97.4	98.4	100.0	100.0	97.6	94.8	97.7	97.6	98.2	97.8	
Other	-	-	-	-	-	-	-	-	-	-	-	-	
Haven't heard/don't know	-	-	-	-	-	-	-	-	-	-	-	-	
Refused	-	-	-	-	-	-	-	-	-	-	-	-	
Adds to:													
Rows	238	113	125	116	122	46	52	82	58	218	170	220	
Respondents	238	113	125	116	122	46	52	82	58	218	170	220	

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2012 Consumer Opinion Survey
TIMELINE
FINAL

Q8 Do you think MYSPACE is...

Base : All Qualified Respondents

	Gender		Age		Region			Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	Website Where You Can Record Events	A Relevant Website In the Past	A Relevant Website In the Future	Accessed A Relevant Website In the Past	Accessed A Relevant Website In the Future
Total	113	125	116	122	46	52	82	58	218	170	220	225	225
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Common name	5	6	6	5	2	1	5	3	10	7	9	9	9
4.6	4.4	4.8	5.2	4.1	4.3	1.9	6.1	5.2	4.6	4.1	4.1	4.1	4.0
Brand name	108	119	110	117	44	51	77	55	208	163	211	216	216
95.4	95.6	95.2	94.8	95.9	95.7	98.1	93.9	94.8	95.4	95.9	95.9	95.9	96.0
Other	-	-	-	-	-	-	-	-	-	-	-	-	-
Haven't heard/don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-
Adds to:													
Rows	238	113	116	122	46	52	82	58	218	170	220	225	225
Respondents	238	113	116	122	46	52	82	58	218	170	220	220	225

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2012 Consumer Opinion Survey
TIMELINE
FINAL

Q9 Do you think LOGIN is...
Base : All Qualified Respondents

	Gender		Age		Region			Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	Social Net-working website	You Can Record Events	A Rele-vant Website In the Past	A Rele-vant Website In the Future	
Total	113	125	116	122	46	52	82	58	218	170	220	225	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Common name	107	119	110	116	45	49	79	53	206	163	212	213	
95.0	94.7	95.2	94.8	95.1	97.8	94.2	96.3	91.4	94.5	95.9	96.4	94.7	
Brand name	4	5	4	5	1	3	2	3	9	7	6	9	
3.8	3.5	4.0	3.4	4.1	2.2	5.8	2.4	5.2	4.1	4.1	2.7	4.0	
Other	-	-	-	-	-	-	-	-	-	-	-	-	
Haven't heard/don't know	2	1	2	1	-	-	1	2	3	-	2	3	
1.3	1.8	0.8	1.7	0.8	-	-	1.2	3.4	1.4	-	0.9	1.3	
Refused	-	-	-	-	-	-	-	-	-	-	-	-	
Adds to: Rows Respondents	113	125	116	122	46	52	82	58	218	170	220	225	
	113	125	116	122	46	52	82	58	218	170	220	225	

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Q10 Do you think HELP SCREEN is...

Base : All Qualified Respondents

	Gender		Age		Region			Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	Social Net-working website	Website Where You Can Record Events	A Relevant Website In the Past	A Relevant Website In the Future	
Total	113	125	116	122	46	52	82	58	218	170	220	225	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Common name	98	105	100	103	40	47	71	45	186	151	192	192	
85.3	86.7	84.0	86.2	84.4	87.0	90.4	86.6	77.6	85.3	88.8	87.3	85.3	
Brand name	8	5	6	7	-	3	4	6	11	7	8	13	
5.5	7.1	4.0	5.2	5.7	-	5.8	4.9	10.3	5.0	4.1	3.6	5.8	
Other	-	-	-	-	-	-	-	-	-	-	-	-	
Haven't heard/don't know	7	15	10	12	6	2	7	7	21	12	20	20	
9.2	6.2	12.0	8.6	9.8	13.0	3.8	8.5	12.1	9.6	7.1	9.1	8.9	
Refused	-	-	-	-	-	-	-	-	-	-	-	-	
Adds to: Rows Respondents	113	125	116	122	46	52	82	58	218	170	220	225	
	113	125	116	122	46	52	82	58	218	170	220	225	

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Q11 Do you think STUBHUB is...

Base : All Qualified Respondents

	Gender		Age		Region			Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	A Rele- vant Website In the Past	A Rele- vant Website In the Future	A Rele- vant Website In the Future	A Rele- vant Website In the Future	
Total	113	125	116	122	46	52	82	58	218	170	220	225	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Common name	12	9	7	5	-	2	5	5	11	7	11	11	
5.0	2.7	7.2	6.0	4.1	-	3.8	6.1	8.6	5.0	4.1	5.0	4.9	
Brand name	86	79	87	78	34	38	57	36	151	122	155	157	
69.3	76.1	63.2	75.0	63.9	73.9	73.1	69.5	62.1	69.3	71.8	70.5	69.8	
Other	-	-	-	-	-	-	-	-	-	-	-	-	
Haven't heard/don't know	24	37	22	39	12	12	20	17	56	41	54	57	
25.6	21.2	29.6	19.0	32.0	26.1	23.1	24.4	29.3	25.7	24.1	24.5	25.3	
Refused	-	-	-	-	-	-	-	-	-	-	-	-	
Adds to: Rows	113	125	116	122	46	52	82	58	218	170	220	225	
Respondents	113	125	116	122	46	52	82	58	218	170	220	225	

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TIMELINE
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Q12 Do you think TIMELINE is...

Base : All Qualified Respondents

	Gender		Age		Region			Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	A Rele- vant Website In the Past	A Rele- vant Website In the Future	A Rele- vant Website In the Future	A Rele- vant Website In the Future	
Total	113	125	116	122	46	52	82	58	218	170	220	225	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Common name	66	97	74	89	28	35	63	37	151	119	152	154	
68.5	58.4	77.6	63.8	73.0	60.9	67.3	76.8	63.8	69.3	70.0	69.1	68.4	
Brand name	37	21	36	22	15	15	14	14	53	40	52	55	
24.4	32.7	16.8	31.0	18.0	32.6	28.8	17.1	24.1	24.3	23.5	23.6	24.4	
Other	-	-	-	-	-	-	-	-	-	-	-	-	
Haven't heard/don't know	10	7	6	11	3	2	5	7	14	11	16	16	
7.1	8.8	5.6	5.2	9.0	6.5	3.8	6.1	12.1	6.4	6.5	7.3	7.1	
Refused	-	-	-	-	-	-	-	-	-	-	-	-	
Adds to:	-	-	-	-	-	-	-	-	-	-	-	-	
Rows	113	125	116	122	46	52	82	58	218	170	220	225	
Respondents	113	125	116	122	46	52	82	58	218	170	220	225	

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Q3 Do you think HOTMAIL is...

Base : Expressed an Opinion

	Gender		Age		Region			Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	Website Where You Can Record Events	A Relevant Website In the Past	A Relevant Website In the Future		
Total	113	125	116	122	46	52	82	58	218	170	220	225	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Common name	-	-	-	-	-	-	-	-	-	-	-	-	
Brand name	113	125	116	122	46	52	82	58	218	170	220	225	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Other	-	-	-	-	-	-	-	-	-	-	-	-	
Haven't heard/Don't know	-	-	-	-	-	-	-	-	-	-	-	-	
Refused	-	-	-	-	-	-	-	-	-	-	-	-	
Adds to:													
Rows	238	113	125	116	122	46	52	82	58	218	170	220	
Respondents	238	113	125	116	122	46	52	82	58	218	170	220	

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Q4 Do you think SHOPPING CART is...

Base : Expressed an Opinion

	Gender		Age		Region			Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	Website Where	You Can Record	Website In the Past	A Relevant Website In the Future	
Total	113	125	116	122	46	52	82	58	218	170	220	225	
Base	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Common name	238	113	125	116	122	46	52	82	58	218	170	220	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Brand name	-	-	-	-	-	-	-	-	-	-	-	-	
Other	-	-	-	-	-	-	-	-	-	-	-	-	
Haven't heard/Don't know	-	-	-	-	-	-	-	-	-	-	-	-	
Refused	-	-	-	-	-	-	-	-	-	-	-	-	
Adds to:	238	113	125	116	122	46	52	82	58	218	170	220	
Rows	238	113	125	116	122	46	52	82	58	218	170	220	
Respondents													

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Q6 Do you think WISH LIST is...

Base : Expressed an Opinion

	Gender		Age	Region			Has or Will Access		Has Accessed		Will Access	
	Men	Women		14-34	35+	NE	MW	SO	WE	A Rele- vant Website In the Past	A Rele- vant Website In the Future	
Total	105	118	108	115	41	49	77	56	204	160	209	210
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Common name	92	110	96	106	39	44	70	49	185	147	193	190
90.6	87.6	93.2	88.9	92.2	95.1	89.8	90.9	87.5	90.7	91.9	92.3	90.5
Brand name	13	8	12	9	2	5	7	7	19	13	16	20
9.4	12.4	6.8	11.1	7.8	4.9	10.2	9.1	12.5	9.3	8.1	7.7	9.5
Other	-	-	-	-	-	-	-	-	-	-	-	-
Haven't heard/don't know	-	-	-	-	-	-	-	-	-	-	-	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-
Adds to:												
Rows	223	118	108	115	41	49	77	56	204	160	209	210
Respondents	223	118	108	115	41	49	77	56	204	160	209	210

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Q7 Do you think MAPQUEST is...

Base : Expressed an Opinion

	Gender		Age		Region			Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	A Rele- vant Website In the Past	A Rele- vant Website In the Future	A Rele- vant Website In the Future	A Rele- vant Website In the Future	
Total	113	125	116	122	46	52	82	58	218	170	220	225	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Common name	3	2	3	2	-	-	2	3	5	4	4	5	
2.1	2.7	1.6	2.6	1.6	-	-	2.4	5.2	2.3	2.4	1.8	2.2	
Brand name	110	123	113	120	46	52	80	55	213	166	216	220	
97.9	97.3	98.4	97.4	98.4	100.0	100.0	97.6	94.8	97.7	97.6	98.2	97.8	
Other	-	-	-	-	-	-	-	-	-	-	-	-	
Haven't heard/don't know	-	-	-	-	-	-	-	-	-	-	-	-	
Refused	-	-	-	-	-	-	-	-	-	-	-	-	
Adds to:													
Rows	238	113	125	116	122	46	52	82	58	218	170	220	
Respondents	238	113	125	116	122	46	52	82	58	218	170	220	

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Q8 Do you think MYSPACE is...

Base : Expressed an Opinion

	Gender		Age		Region			Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	Website Where You Can Record Events	A Relevant Website In the Past	A Relevant Website In the Future	Accessed	Access
Total	113	125	116	122	46	52	82	58	218	170	220	225	225
Base	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Common name	11	6	6	5	2	1	5	3	10	7	9	9	9
	4.6	4.8	5.2	4.1	4.3	1.9	6.1	5.2	4.6	4.1	4.1	4.0	4.0
Brand name	108	119	110	117	44	51	77	55	208	163	211	216	216
	95.4	95.2	94.8	95.9	95.7	98.1	93.9	94.8	95.4	95.9	95.9	96.0	96.0
Other	-	-	-	-	-	-	-	-	-	-	-	-	-
Haven't heard/don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-
Adds to:													
Rows	238	113	116	122	46	52	82	58	218	170	220	225	225
Respondents	238	113	116	122	46	52	82	58	218	170	220	225	225

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Q9 Do you think LOGIN is...

Base : Expressed an Opinion

	Gender		Age		Region			Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	Social Net-working website	Website Where You Can Record Events	A Relevant Website In the Past	A Relevant Website In the Future	
Total	111	124	114	121	46	52	81	56	215	170	218	222	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Common name	107	119	110	116	45	49	79	53	206	163	212	213	
96.2	96.4	96.0	96.5	95.9	97.8	94.2	97.5	94.6	95.8	95.9	97.2	95.9	
Brand name	4	5	4	5	1	3	2	3	9	7	6	9	
3.8	3.6	4.0	3.5	4.1	2.2	5.8	2.5	5.4	4.2	4.1	2.8	4.1	
Other	-	-	-	-	-	-	-	-	-	-	-	-	
Haven't heard/don't know	-	-	-	-	-	-	-	-	-	-	-	-	
Refused	-	-	-	-	-	-	-	-	-	-	-	-	
Adds to:													
Rows	111	124	114	121	46	52	81	56	215	170	218	222	
Respondents	111	124	114	121	46	52	81	56	215	170	218	222	

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Q10 Do you think HELP SCREEN is...

Base : Expressed an Opinion

	Gender		Age	Region			Has or Will Access		Has Accessed		Will Access	
	Men	Women		NE	MW	SO	WE	Website Where You Can Record Working Events	Social Net-working website	A Relevant Website In the Past	A Relevant Website In the Future	
Total	106	110	106	40	50	75	51	197	158	200	205	
Base	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Common name	98	105	100	40	47	71	45	186	151	192	192	
	92.5	95.5	94.3	100.0	94.0	94.7	88.2	94.4	95.6	96.0	93.7	
Brand name	8	5	6	7	3	4	6	11	7	8	13	
	7.5	4.5	5.7	6.4	6.0	5.3	11.8	5.6	4.4	4.0	6.3	
Other	-	-	-	-	-	-	-	-	-	-	-	
Haven't heard/don't know	-	-	-	-	-	-	-	-	-	-	-	
Refused	-	-	-	-	-	-	-	-	-	-	-	
Adds to:												
Rows	106	110	106	110	40	50	75	51	197	158	200	
Respondents	106	110	106	110	40	50	75	51	197	158	200	

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Q11 Do you think STUBHUB is...

Base : Expressed an Opinion

	Gender		Age		Region			Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	Website Where You Can Record Events	A Relevant Website In the Past	A Relevant Website In the Future	Accessed A Relevant Website In the Past	Accessed A Relevant Website In the Future
Total	89	88	94	83	34	40	62	41	162	129	166	166	168
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Common name	12	9	7	5	-	2	5	5	11	7	11	11	11
6.8	3.4	10.2	7.4	6.0	-	5.0	8.1	12.2	6.8	5.4	6.6	6.6	6.5
Brand name	86	79	87	78	34	38	57	36	151	122	155	155	157
93.2	96.6	89.8	92.6	94.0	100.0	95.0	91.9	87.8	93.2	94.6	93.4	93.4	93.5
Other	-	-	-	-	-	-	-	-	-	-	-	-	-
Haven't heard/don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-
Adds to:	177	88	94	83	34	40	62	41	162	129	166	166	168
Rows	177	88	94	83	34	40	62	41	162	129	166	166	168
Respondents	177	88	94	83	34	40	62	41	162	129	166	166	168

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Q12 Do you think TIMELINE is...

Base : Expressed an Opinion

	Gender		Age		Region			Has or Will Access		Has Accessed		Will Access	
	Men	Women	14-34	35+	NE	MW	SO	WE	Social Net-working website	Website Where You Can Record Events	A Relevant Website In the Past	A Relevant Website In the Future	
Total	103	118	110	111	43	50	77	51	204	159	204	209	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Common name	66	97	74	89	28	35	63	37	151	119	152	154	
73.8	64.1	82.2	67.3	80.2	65.1	70.0	81.8	72.5	74.0	74.8	74.5	73.7	
Brand name	37	21	36	22	15	15	14	14	53	40	52	55	
26.2	35.9	17.8	32.7	19.8	34.9	30.0	18.2	27.5	26.0	25.2	25.5	26.3	
Other	-	-	-	-	-	-	-	-	-	-	-	-	
Haven't heard/don't know	-	-	-	-	-	-	-	-	-	-	-	-	
Refused	-	-	-	-	-	-	-	-	-	-	-	-	
Adds to:													
Rows	221	118	110	111	43	50	77	51	204	159	204	209	
Respondents	221	118	110	111	43	50	77	51	204	159	204	209	

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