

Exhibit A



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Summary of Assignment & Opinion

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

Qualifications of Dr. Seggev

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

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

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

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

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

Consumer Survey

Study Integrity

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

Study Design

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

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

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

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

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

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

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

Table 1. Sample Characteristics

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

Interviewing

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

Sample

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

⁶ Research Now, “Panel Quality: Our Values,” www.researchnow.com/en-US/Panels/PanelQuality.aspx.

Questionnaire

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

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

Measuring Likelihood of Confusion

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

Analysis of Results

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

Table 2. Likelihood of Confusion Measurement

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

*Statistically significant difference at 95 percent confidence.

38. As shown in Exhibit 8, when asked for the reasons that they associate Timelines with Facebook, most respondents identified the Timeline product on Facebook. In this regard, the impression Facebook makes on consumers through the use of Timeline on its website is the primary reason for the likelihood of confusion observed in this study.

39. Furthermore, the data show that seven out of ten respondents have a Facebook account and over half of them visit the Facebook website at least daily. In this market environment, it is not surprising that respondents have familiarity with Facebook's Timeline and that it is the source of consumer confusion in this case.

⁷ Statistical testing performed at www.surveystar.com.

Conclusions

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

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



Dr. Eli Seggev

September 28, 2012

Date

Exhibit 1—Dr. Seggev Resume



Dr. Eli Seggev

Education

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

Business Experience

Keegan & Company LLC (2000 – present)

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

Independent Consultant (2000 – present)

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

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

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

Business Decisions, Inc. (1982 – 1984)

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

Marketing Systems, Inc. (1980 – 1982)

- Founder & CEO.

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

Independent Consultant (1977 – 1980)

Independent consultant to companies regarding consumer research and marketing.

Decisions Center, Inc. (1976 – 1977)

Senior Project Director.

Benton and Bowles Advertising (1975 – 1976)

Associate Research Director.

Audits and Surveys, Inc. (1973 – 1975)

Project Director.

Academic Appointments

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

Selected Publications

Values Added from Internet Research, ESOMAR Net Effects⁴ Worldwide Internet Conference, 2001, with C. Eichman, A. Mezzasalma and G. Licastro.

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

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

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

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

A Role in Flux, Marketing Management, 1995.

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

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

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

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

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

Exhibit 2—Dr. Seggev Publications



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Publications of Dr. Eli Seggev

1970 – Present

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

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

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

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

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

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

A Role in Flux, Marketing Management, 1995.

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

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

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

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

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

Exhibit 3—Dr. Seggev Experience Table



Expert Witness Testimony—Dr. Seggev

Past four years of testimony

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

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

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

Exhibit 4—Documents Considered by Dr. Seggev



Timelines, Inc. v. Facebook, Inc.

Expert Report Documents Considered

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

Exhibit 5—Questionnaire

Consumer Survey

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

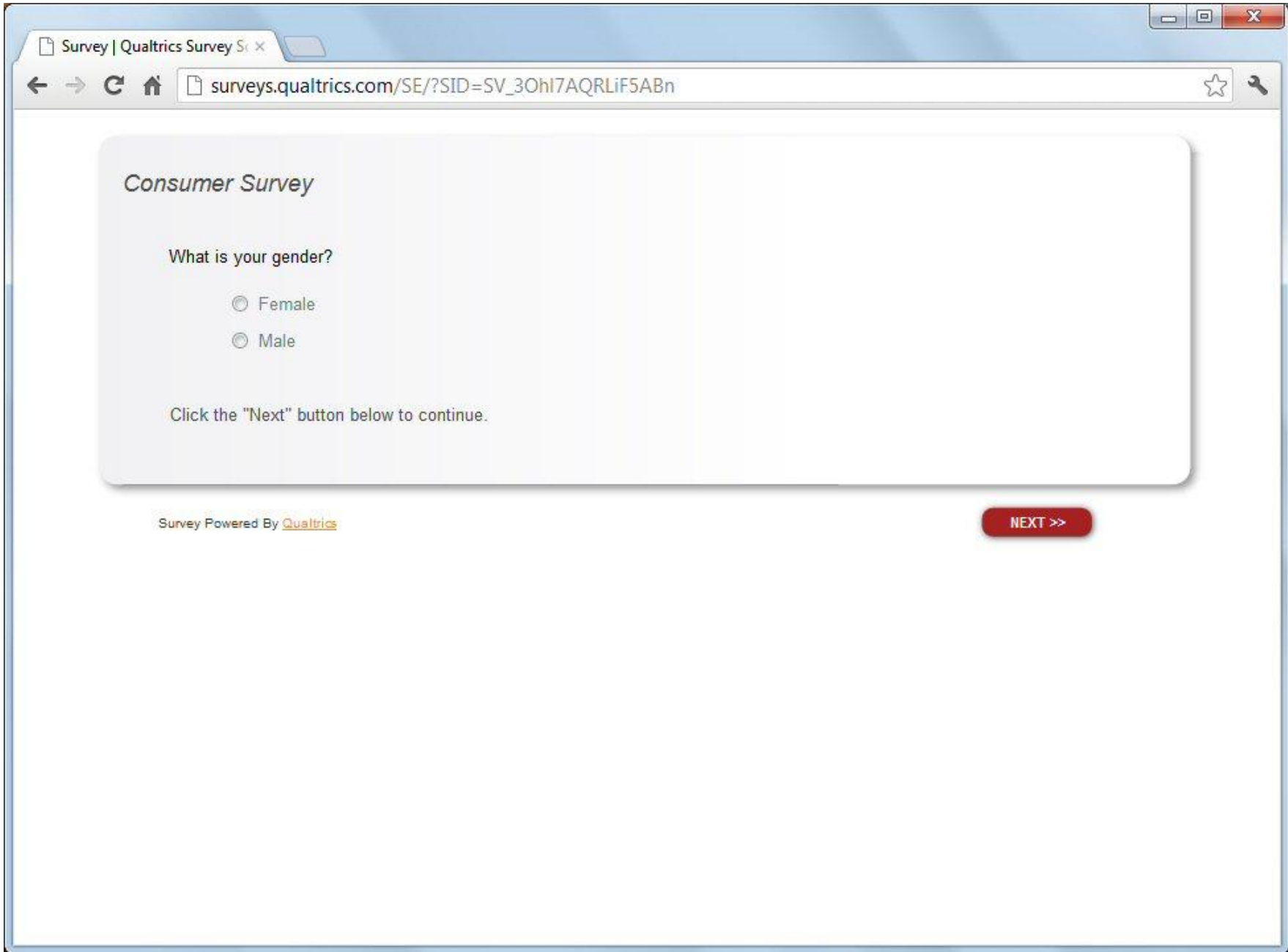
The survey will take just a few minutes of your time. Before we begin, please read the following instructions:

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

Do you understand the instructions provided above?

- No
- Yes
- Don't know

Click the "Next" button below to continue.



Consumer Survey

What is your gender?

- Female
- Male

Click the "Next" button below to continue.

Survey Powered By [Qualtrics](#)

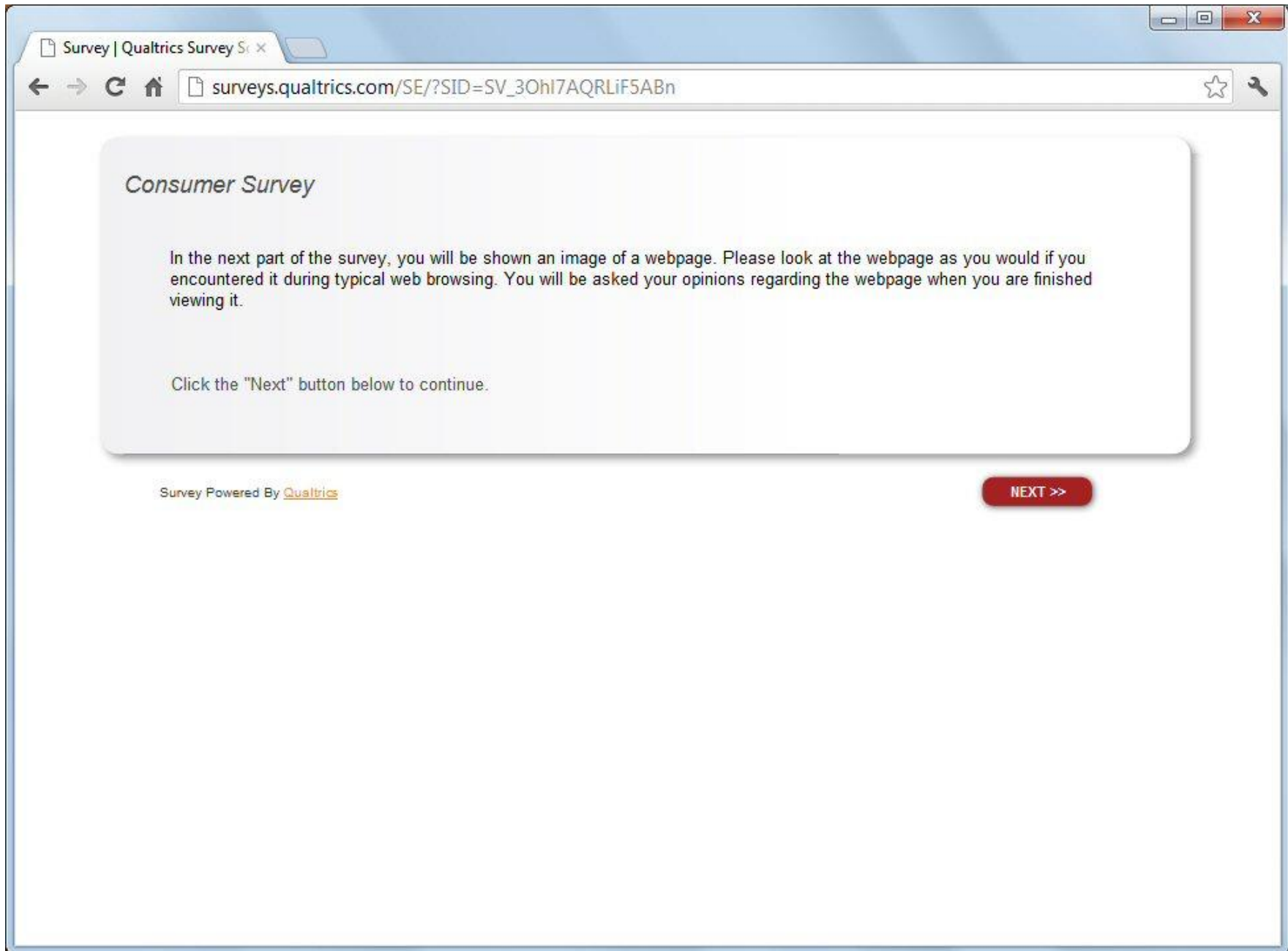
NEXT >>

Consumer Survey

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

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

Click the "Next" button below to continue.



Consumer Survey

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

Click the "Next" button below to continue.

Survey Powered By 

NEXT >>

Consumer Survey

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

The screenshot shows the Timelines.com website. At the top, there is a navigation bar with the logo, social media links for Facebook and Twitter, and a search bar. Below the navigation bar is a main heading: "Discover, record, and share history" with a "Learn More" button. The main content area is titled "This Week in History" and features a large event for July 9, 1962, about Andy Warhol's first one-man art exhibition. To the right of this event is a "View Event" button. Below the main event is a grid of six smaller historical events, each with a thumbnail image and a caption. At the bottom of the screenshot, there is a section titled "Battles of the American Civil War" with a "View All" button and a grid of six battle-related images and captions.

timelines® Find Us on Facebook Follow Us on Twitter







POPULAR TOPICS TRIVIA QUIZZES SEARCH

Discover, record, and share history [Learn More](#)







This Week in History [More Jul 9 Events](#)

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

[View Event](#)

 8 Jul 1777 Battle Of Fort Anne	 7 Jul 2005 London Bombings of July 2005	 6 Jul 1933 First Major League All-Star Game	 5 Jul 1810 Phineas Taylor Barnum Is Born	 4 Jul 1776 United States Declaration of Independence	 3 Jul 1971 Jim Morrison Dies
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Battles of the American Civil War [View All](#)

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

Click the "Next" button below to continue.

Consumer Survey

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

timelines®

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

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

Click the "Next" button below to continue.

Consumer Survey

When considering the name of the webpage you viewed:

timelines®

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

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

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

Click the "Next" button below to continue.

Consumer Survey

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

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

Click the "Next" button below to continue.

Consumer Survey

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

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

Click the "Next" button below to continue.

Consumer Survey

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

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

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

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

Click the "Next" button below to continue.

Exhibit 6—Stimuli

Test Stimulus

Consumer Survey

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

The screenshot shows the Timelines.com website. At the top, there is a navigation bar with the logo, social media links for Facebook and Twitter, and a search bar. Below the navigation bar is a main heading: "Discover, record, and share history" with a "Learn More" button. The main content area is titled "This Week in History" and features a large event for July 9, 1962: "Andy Warhol's first one-man art exhibition". This event includes a photograph of Andy Warhol and a detailed text description of his first solo art gallery exhibition in Los Angeles. Below this main event is a grid of six smaller historical events, each with a representative image and a caption: "Battle Of Fort Anne" (8 Jul 1777), "London Bombings of July 2005" (7 Jul 2005), "First Major League All-Star Game" (6 Jul 1933), "Phineas Taylor Barnum Is Born" (5 Jul 1810), "United States Declaration of Independence" (4 Jul 1776), and "Jim Morrison Dies" (3 Jul 1971). At the bottom of the screenshot, there is a section titled "Battles of the American Civil War" with a "View All" link and a grid of six battle events: "First Battle of Fort Sumter" (12 Apr 1861), "First Battle of Bull Run" (21 Jul 1861), "Battle of the Monitor and Merrimack" (8 Mar 1862), "Battle of Antietam" (17 Sep 1862), "Battle Of Gettysburg" (1 Jul 1863), and "Battle of Appomattox Court House" (9 Apr 1865).

Click the "Next" button below to continue.

Control Stimulus

Consumer Survey

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

The screenshot shows the homepage of timescapes.com. At the top, there is a navigation bar with the site logo, social media links for Facebook and Twitter, and a search bar. Below the navigation bar is a main heading: "Discover, record, and share history" with a "Learn More" button. The main content area is titled "This Week in History" and features a large featured event for July 9, 1962, about Andy Warhol's first one-man art exhibition. Below this, there is a grid of six smaller historical events, each with a representative image and a brief caption. At the bottom of the screenshot, there is another section titled "Battles of the American Civil War" with a grid of six battle events, each with an image and a caption. A "View All" link is provided for this section.

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POPULAR TOPICS TRIVIA QUIZZES SEARCH

Discover, record, and share history [Learn More](#)







This Week in History [More Jul 9 Events](#)

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

[View Event](#)

 8 Jul 1777 Battle Of Fort Anne	 7 Jul 2005 London Bombings of July 2005	 6 Jul 1933 First Major League All-Star Game	 5 Jul 1810 Phineas Taylor Barnum Is Born	 4 Jul 1776 United States Declaration of Independence	 3 Jul 1971 Jim Morrison Dies
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Battles of the American Civil War [View All](#)

 12 Apr 1861 First Battle of Fort Sumter	 21 Jul 1861 First Battle of Bull Run	 8 Mar 1862 Battle of the Monitor and Merrimack	 17 Sep 1862 Battle of Antietam	 1 Jul 1863 Battle Of Gettysburg	 9 Apr 1865 Battle of Appomattox Court House
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Click the "Next" button below to continue.

Exhibit 7—Tabulated Data

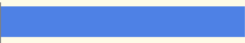

Test Cell (Timelines)

1. Thank you for agreeing to participate in this survey. The survey is for research purposes only. You will remain anonymous and your responses will be held strictly confidential. The survey will take just a few minutes of your time. Before we begin, please read the following instructions: • It is perfectly acceptable for you to choose the "don't know" or "no opinion" answer whenever it appears in a question. Please do not try to guess if you don't know or have no opinion. • Your browser's back button will be disabled during the survey. Please use the navigation buttons within the survey to advance through the questionnaire. • If you typically wear eyeglasses or contact lenses while using your computer, please make sure you are wearing them now. Do you understand the instructions provided above?

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


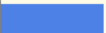




Statistic	Value
Min Value	1
Max Value	1
Mean	1.00
Variance	0.00
Standard Deviation	0.00
Total Responses	302

2. What is your gender?

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

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

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

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

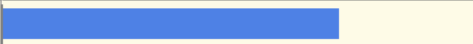





Statistic	Value
Min Value	2
Max Value	7
Mean	4.82
Variance	2.26
Standard Deviation	1.50
Total Responses	302

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

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

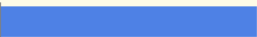





Statistic	Value
Min Value	1
Max Value	10
Total Responses	302

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

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




Statistic	Value
Min Value	1
Max Value	6
Total Responses	302

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

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

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

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

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

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

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

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

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

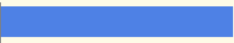

Control Cell (Timescapes)

1. Thank you for agreeing to participate in this survey. The survey is for research purposes only. You will remain anonymous and your responses will be held strictly confidential. The survey will take just a few minutes of your time. Before we begin, please read the following instructions: • It is perfectly acceptable for you to choose the "don't know" or "no opinion" answer whenever it appears in a question. Please do not try to guess if you don't know or have no opinion. • Your browser's back button will be disabled during the survey. Please use the navigation buttons within the survey to advance through the questionnaire. • If you typically wear eyeglasses or contact lenses while using your computer, please make sure you are wearing them now. Do you understand the instructions provided above?

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







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

2. What is your gender?

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

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

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

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

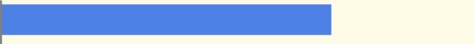
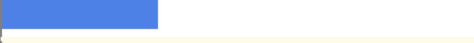




Statistic	Value
Min Value	2
Max Value	7
Mean	4.82
Variance	2.08
Standard Deviation	1.44
Total Responses	300

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

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

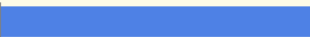






Statistic	Value
Min Value	1
Max Value	10
Total Responses	300

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

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




Statistic	Value
Min Value	1
Max Value	6
Total Responses	300

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

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

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

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

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

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

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

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

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

Exhibit 8—Open-Ended Responses

Test Cell - Open Ended Responses

Respondent ID	Options Selected	Open-Ended Response
R_0Mq73VUD0ugbSUR	Facebook	Cause they just made everyone switch their home page to a time line function
R_agg8i4bzkhSbuWp	Facebook	Facebook recently came out with their new "timeline" layout.
R_d1qYV6ytNTMTw5D	Facebook	There is a "timeline" on facebook
R_5BgoFE8BeXVlpFH	Facebook	The name of Facebook's new profile style is called a "Timeline."
R_3mlRVcqFCqBi6e9	Facebook	1) It said "Like us on Facebook." 2) I think this is a word that Facebook uses for some new feature or whatever.
R_5pDStXqkE4jkZkF	Facebook	Because Facebook has a prominent feature known as the Timeline, wherein it collects all of your activity on the website in a historical format.
R_1AnV9tU5ZppfKiV	Facebook The New York Times	The page layout on facebook is called timeline & the word time is in New York Times
R_7PaoA8ObUyE2HzL	Facebook	Because of the mention of FB on the web page.
R_e4mAmBQZhvLy4C1	Facebook The New York Times	FB has new timeline feature, and the NYT has the word "time" in the name.
R_9mqrX8Hw28qle0d	Facebook	They changed the name of profiles to timeline
R_eDJCV6c40Y8ECzP	Facebook LinkedIn Google+ YouTube	regularly use
R_0SMlmtwzOVIrhXv	Facebook	Facebook has recently forced me into a Timeline on the website.
R_6FHkBAm98vAsALj	Facebook	Facebook has made a big deal out of transferring their format to timelines.
R_1zba03OaNuKU3ul	Facebook	The only place I've seen timelines on a WEB page
R_3DheTJjKkJYb4d7	Facebook	Facebook has a time line feautre
R_1MHwgnNSOafMPiJ	Facebook	Just seems to fit their brand
R_5aHwSQV6Q7DLGGp	Facebook	Facebook has a timeline
R_9YVRRHAMGJD8H9r	Facebook LinkedIn Twitter YouTube	Icons and I went to the bottom of the page to see everything.
R_4168vgjpBekXeYZ	Facebook	I know facebook has a timeline feature and the word timelines made me think of that feature.
R_6KfzRxo9I8FpHcF	Facebook	newly added
R_3Ua4owbNX1avTCJ	Facebook	Facebook has a timeline
R_4T4TjTRZbwrayp	Facebook	it started using this "title" on it's site
R_6EzgxOtbhg2ncl5	Facebook	I use facebook and the term timeline is one that comes to mind in association with an application on Facebook.
R_3JKN4ZVvif6IB6B	Facebook	The only website that I have seen that uses "timelines" designation.
R_4NJ4BIWXjdZY91j	Facebook LinkedIn Google+ YouTube	Google+, the web visit most of time.
R_000uQGO83IW4Bjn	Facebook	because it said so
R_0dpM570mfCnPDzn	Facebook	Because Facebook new profile is the Timeline format
R_d5y1wYqjfn2eqvb	Facebook Google+ Twitter Foursquare The New York Times	It looks like a collection of blogs.
R_6m9uahznY15WYKh	Facebook	Facebook is making everyone switch to the "timeline" version for their account.
R_01G2LE19Avet0ih	Facebook	Its the most popular web site!
R_2h7a9UKJutbAuLX	Facebook	facebook put a timeline in

Test Cell - Open Ended Responses

Respondent ID	Options Selected	Open-Ended Response
R_8nRuY3NbXxUS309	Facebook	They have there timeline
R_0PXNN6v1W8w9pkh	Facebook	My profile has a timeline
R_bvjtnaPuyzD27uB	Facebook	facebook has that new timeline feature
R_1YPanAAahCV4mA5	Facebook	because
R_cZNYlwiAsz9QEsd	Facebook The New York Times	Facebook reminds us when there are birthdays and other events. The word time in both titles.
R_eKaAjWf5W6yxRIN	Facebook	Because all that you do has a timeline now
R_8ohQzf6Gy0v867b	Facebook Google+ CNN YouTube	Facebook has a timeline, with Google and CNN I ssociate it with news updates.
R_1TumjOg5gqPDa6N	Facebook CNN The New York Times	Facebook - Timeline feature CNN - News New York Times - News
R_0qdjPPAsS2hDChT	Facebook	Facebook just switched profiles over to stupid timelines which I hate.
R_57w2vCoM5gaCnJj	Facebook	Because that is the name of the format of your personal page on the Facebook.
R_2gDXIDbQx30rL13	Facebook LinkedIn Google+ Twitter YouTube	It just seems appropriate to me as I think they deal with with everything that is going on now , and I think that they would keep everything that is happening in an appropriate time line .
R_dilHtWWZxEq3CBL	Facebook	facebook just changed all accounts to a new timeline
R_bgaRmd9Z84zSjKI	Facebook	They use a feature called timeline
R_afK1qq6NmCvDMHL	Facebook	because they have a timeline
R_77Et04AlcvYrmUI	Facebook	because of Facebook timeline
R_aV4aso6P1hFRbCt	Facebook	I noticed Facebook on the web page.
R_6nSnIB1Zm4eEenr	Facebook	n a
R_cAsnWrHOaBzzOpT	Facebook	Facebook has transitioned to a layout referred to as timelines.
R_3ehI53hgUMmOfsN	Facebook	Facebook made a major move to switch each persons homepage to what is now called timeline. Most people were against it but now everyone who uses facebook knows what timelines are.
R_0AhM1yXOt425Ted	Facebook	Facebook has the new timeline for facebook profiles
R_293EiDKdofLDjut	Facebook	I think that's what facebookcalls it's order of viewing.
R_3qGVLYQjhxTpEO1	Facebook The New York Times	I associate it with facebook because they just changed it to the timeline layout and i associate it with New york times because it just made me think of it
R_bNum8sBICb0f45n	Facebook	because facebook has timeline
R_9nLLt5DISdHjYYI	Facebook	Facebook created a timeline, the name reminds me of that
R_ex2ORJWLSFFkVX7	Facebook CNN	Because Facebook has a timeline. And it sounds like something CNN would do
R_8InN5iOY3LQpypn	Facebook	facebook has timelines
R_0iDweAsZ2adaNFj	Facebook Google+	Seems to be a very social geared site

Control Cell - Open Ended Responses

Respondent ID	Options Selected	Open-Ended Response
R_1STz42ak028nMfr	Facebook Google+ Twitter YouTube	thats social media fou you.
R_3sEX5JL1aXFRUO5	Facebook YouTube	SEEMED FAMILIAR
R_eCJBoYEe8HsFN0F	Facebook	To keep current and also to be able to look back in time.
R_aVHNVeTc6QrDeCx	Facebook	Facebook is like an online book where you can get face time. Timescapes is a place where you can get a idea of what happened during the time that you're searching.
R_6V9OrqDiBWNRIxb	Facebook	just to read keep up with friends
R_eDJ2ceSODIhhrZb	Facebook	not sure
R_csZvL8VG0WOUuSID	Facebook LinkedIn Google+ Twitter CNN The New York Times YouTube	just know them.
R_ebxt05gCG2xI1qp	Facebook YouTube	It looks like a timeline on Facebook but for U.S. history. It would be cool like Youtube if we could watch live airings of that event during that time.
R_6WgoWKAieGOBgUJ	Facebook	I saw something on the page about Facebook (probably one of those "like" on Facebook things).
R_6KIYAWj2rLdfXZr	Facebook	font looks like facebook font. also, "timescapes" sounds a lot like facebook's timeline.
R_2nRTKPrqe5CjIS1	Facebook	saw the name on page
R_5aoC8C2Z3ripW7P	Facebook Google+ The New York Times	Facebook and Google+ are known for using timelines to share information and data. The New York Times is a good source for information and education
R_6nhaL8bunzAe2nX	Facebook	saw the word listed on the page
R_5gsw9VNrZzBcVbD	Facebook	Because they have the timeline for your fb account
R_ety5vBNHJiBhBpr	Facebook	Layout reminds me most of Facebook, but seems easier to navigate
R_9WXwAoQpmK0mghn	Facebook Twitter	Because there was a link that said "follow us" at the top right with those two links.
R_3aTKcWey711d7Yp	Facebook LinkedIn Google+ Twitter YouTube	na
R_e34bHHarOGBhHAp	Facebook	Same font
R_6ide2VJOcIFKGfr	Facebook	i thought of timeline in facebook, which i hate sooo much!
R_0feELIOMITu3YZD	Facebook	It's a prominent link at the top of the page, and the word combinations have a similar sound feel
R_1QWVlr1HV7WnZWZ	Facebook	I relate it to the facebook timeline. Both are about recording history.
R_2t9DQtk5COfC4ip	Facebook	saw some on facebook
R_bpKXGwCLyjjk7Dn	Facebook Twitter YouTube	It's on every webpage.
R_87X4Yk6TtTnL9Fr	Facebook	It sounds like something you would be able to access on there.

Exhibit 9—Untabulated Data

Test Cell

V1	V8	V9	V10	ftouch	id	gc	Q1	Q2	Q3	Q4	Q5	Q6_1	Q6_2
ResponseID	StartDate	EndDate	Finished	ftouch	id	gc	Thank / you	What is you	Which of th	In the next	Please look	We would I	We would I
R_9zzfRK5AiHglbn	9/18/2012 14:16	9/18/2012 14:19	1	DPDM4V9Y	EFF925VLB	1	Yes	Male	25 - 34		1	1	
R_08v9C4cEXUDuzOt	9/18/2012 14:19	9/18/2012 14:20	1	DPDM4VD:	EFF925VLB	1	Yes	Female	25 - 34		1	1	
R_4Njx1vwv7p0cUVn	9/18/2012 14:20	9/18/2012 14:23	1	DPDM4VDH	EFF925VLC	1	Yes	Male	65 or older		1	1	
R_3lOnmqpJGPNxqcd	9/18/2012 14:18	9/18/2012 14:23	1	DPDM4VC6	EFF925VLB	1	Yes	Female	35 - 44		1	1	
R_9REotCl9N2rtCtv	9/18/2012 14:21	9/18/2012 14:23	1	DPDM4VFF	EFF925VLC	1	Yes	Male	45 - 54		1	1	
R_56zQMj5Y6iyn1ul	9/18/2012 14:22	9/18/2012 14:25	1	DPDM4VGJ	EFF925VLC	1	Yes	Female	25 - 34		1	1	
R_0Mq73VUD0ugbSUR	9/18/2012 14:25	9/18/2012 14:27	1	DPDM4VJX	EFF925VLC	1	Yes	Female	25 - 34		1	1	Facebook
R_4PIx8NUE8l60a4B	9/18/2012 14:30	9/18/2012 14:32	1	DPDM4W3	EFF925VLC	1	Yes	Male	45 - 54		1	1	
R_9GLIawwc3Gt85bT	9/18/2012 14:32	9/18/2012 14:35	1	DPDM4WN	EFF925VLC	1	Yes	Male	45 - 54		1	1	
R_3NL9hN0l8lC2x4V	9/18/2012 14:35	9/18/2012 14:37	1	DPDM4WV	EFF925VLC	1	Yes	Female	25 - 34		1	1	
R_cPmhPMHlnl6bGOR	9/18/2012 14:36	9/18/2012 14:38	1	DPDM4WX	EFF925VLC	1	Yes	Female	35 - 44		1	1	
R_6VEXX5umaj8LEtT	9/18/2012 14:28	9/18/2012 14:44	1	DPDM4VW	EFF925VLC	1	Yes	Female	35 - 44		1	1	
R_agg8i4bzkhSbuWp	9/18/2012 14:42	9/18/2012 14:44	1	DPDM4X3M	EFF925VLD	1	Yes	Female	25 - 34		1	1	Facebook
R_3fpAh5ViyHelQLP	9/18/2012 14:43	9/18/2012 14:44	1	DPDM4X4E	EFF925VLD	1	Yes	Male	18 - 24		1	1	LinkedIn
R_0HZFze93AKZhLGl	9/18/2012 14:42	9/18/2012 14:44	1	DPDM4X3M	EFF925VLC	1	Yes	Female	55 - 64		1	1	
R_74Di8qR7Dor3Hz7	9/18/2012 14:47	9/18/2012 14:50	1	DPDM4X67	EFF925VLD	1	Yes	Female	18 - 24		1	1	
R_d1qYV6ytNTMTw5D	9/18/2012 14:46	9/18/2012 14:50	1	DPDM4X5F	EFF925VLD	1	Yes	Female	45 - 54		1	1	Facebook
R_1ztK3wAccO7GoAd	9/18/2012 14:51	9/18/2012 14:54	1	DPDM4XKC	EFF925VLD	1	Yes	Male	55 - 64		1	1	
R_5BgofE8BeXVlpFH	9/18/2012 14:53	9/18/2012 15:01	1	DPDM4XKN	EFF925VLD	1	Yes	Male	35 - 44		1	1	Facebook
R_24svAfyyJmuweqx	9/18/2012 15:00	9/18/2012 15:01	1	DPDM4XRT	EFF925VLD	1	Yes	Female	35 - 44		1	1	
R_57Hxnojq5Bi5Vat	9/18/2012 15:00	9/18/2012 15:02	1	DPDM4XRv	EFF925VLD	1	Yes	Male	55 - 64		1	1	
R_b28v8ymEoe3oUHb	9/18/2012 15:00	9/18/2012 15:03	1	DPDM4XR3	EFF925VLD	1	Yes	Male	45 - 54		1	1	LinkedIn
R_bw61Yh10B8t4GCV	9/18/2012 15:05	9/18/2012 15:07	1	DPDM4Y6F	EFF925VLD	1	Yes	Female	55 - 64		1	1	
R_8bTRnGleXv0SH0F	9/18/2012 15:04	9/18/2012 15:09	1	DPDM4Y5C	EFF925VLD	1	Yes	Female	25 - 34		1	1	
R_d5Rrs8FltP3vyGV	9/18/2012 15:12	9/18/2012 15:13	1	DPDM4YC5	EFF925VLF	1	Yes	Male	45 - 54		1	1	
R_3mlRVcqFCqBi6e9	9/18/2012 15:11	9/18/2012 15:14	1	DPDM4Y7V	EFF925VLF	1	Yes	Male	55 - 64		1	1	Facebook
R_9T5weWHN36A82XP	9/18/2012 15:15	9/18/2012 15:18	1	DPDM4YW	EFF925VLF	1	Yes	Male	55 - 64		1	1	
R_557bZ4EDTR5P1aZ	9/18/2012 15:18	9/18/2012 15:19	1	DPDM4ZB4	EFF925VLF	1	Yes	Male	25 - 34		1	1	
R_ch2KrX6gs6Q3Owl	9/18/2012 15:22	9/18/2012 15:23	1	DPDM4ZBJ	EFF925VLF	1	Yes	Male	18 - 24		1	1	
R_3Rkf8VCXlaQba1T	9/18/2012 15:20	9/18/2012 15:23	1	DPDM4ZBC	EFF925VLF	1	Yes	Male	45 - 54		1	1	
R_5pDStXqkE4jkZkf	9/18/2012 15:25	9/18/2012 15:28	1	DPDM4ZBX	EFF925VLF	1	Yes	Male	25 - 34		1	1	Facebook
R_ahLTFqSALFioxqR	9/18/2012 15:29	9/18/2012 15:30	1	DPDM4ZLL	EFF925VLF	1	Yes	Female	25 - 34		1	1	
R_8ivqDJl37cNT2bX	9/18/2012 15:32	9/18/2012 15:33	1	DPDM4ZR4	EFF925VLF	1	Yes	Female	25 - 34		1	1	
R_3Eu3TN35LE6sQLj	9/18/2012 15:32	9/18/2012 15:33	1	DPDM4ZR2	EFF925VLF	1	Yes	Female	25 - 34		1	1	
R_b1VetNhZJc03niB	9/18/2012 15:35	9/18/2012 15:37	1	DPDM4ZRP	EFF925VLG	1	Yes	Male	45 - 54		1	1	
R_bpB3bxoUTa07Q3P	9/18/2012 15:36	9/18/2012 15:38	1	DPDM4ZRC	EFF925VLG	1	Yes	Male	45 - 54		1	1	
R_bPey12kOidhu4kt	9/18/2012 15:37	9/18/2012 15:39	1	DPDM4ZS2	EFF925VLG	1	Yes	Female	55 - 64		1	1	
R_2t4cCl6N04ftTex	9/18/2012 15:33	9/18/2012 15:40	1	DPDM4ZR6	EFF925VLF	1	Yes	Male	55 - 64		1	1	
R_9Xq9tZY2o67BjtH	9/18/2012 15:16	9/18/2012 15:43	1	DPDM4Z69	EFF925VLF	1	Yes	Female	18 - 24		1	1	
R_02QeFWWQAx3WSRn	9/18/2012 15:42	9/18/2012 15:43	1	DPDM528Y	EFF925VLG	1	Yes	Female	35 - 44		1	1	
R_b3o2AlUKFSnW9nL	9/18/2012 15:44	9/18/2012 15:46	1	DPDM52D:	EFF925VLG	1	Yes	Female	25 - 34		1	1	
R_bJc7JT3Q2HXnNtz	9/18/2012 15:46	9/18/2012 15:47	1	DPDM52DJ	EFF925VLG	1	Yes	Male	25 - 34		1	1	
R_1UhnKfyArjyfvai	9/18/2012 15:48	9/18/2012 15:50	1	DPDM52JR	EFF925VLG	1	Yes	Female	45 - 54		1	1	
R_4NhZOPuTlFTKlgN	9/18/2012 15:48	9/18/2012 15:53	1	DPDM52JF	EFF925VLG	1	Yes	Female	65 or older		1	1	
R_0OPxFAJu5ilU4sJ	9/18/2012 15:50	9/18/2012 15:54	1	DPDM52KF	EFF925VLG	1	Yes	Male	25 - 34		1	1	

Test Cell

V1	Q6_3	Q6_4	Q6_5	Q6_6	Q6_7	Q6_8	Q6_9	Q6_9_TEXT	Q6_10	Q7	Q11_1	Q11_2	Q11_3	Q11_4		
ResponseID	We would I	We would I	We would I	We would I	We would I	We would I	We would I	We would I	We would I	We would I	When cons	On which, i	On which, i	On which, i	On which, i	
R_9zzfRK5AiHglbn											Just took ar	Facebook	LinkedIn	Google+		
R_08v9C4cEXUDuzOt										YouTube	music	LinkedIn				
R_4Njx1vwc7p0cUVn											None of the I've never seen it before:	LinkedIn				
R_3lOnmqpJGPNxqcd	Google+										has the look	Facebook		Google+		
R_9REotCI9N2rtCtv									Other (plea	Fox News	the icons at	Facebook				
R_56zQMj5Y6iyn1ul											It was what	Facebook				
R_0Mq73VUD0ugbSUR											Cause they	Facebook		Google+		
R_4PIx8NUE8l60a4B											Because of	Facebook				
R_9GLIawwc3Gt85bT											None of the looks like a	Facebook				
R_3NL9hN0l8lC2x4V	Google+										Reminds me	Facebook				
R_cPmhPMHinl6bG0R											None of the the page w	Facebook				
R_6VEXX5umaj8LEtT				CNN							they are ne	Facebook				
R_agg8i4bzkhsbuWp											Facebook r	Facebook				
R_3fpAh5ViyHelQLP		Twitter									chunk	Facebook				
R_0HZFze93AKZhLGI											None of the I've never seen timelines before					
R_74Di8qR7Dor3Hz7											because the	Facebook			Twitter	
R_d1qYV6ytNTMTw5D											There is a "i	Facebook				
R_1ztK3wAccO7GoAd											None of the I was not a	Facebook	LinkedIn			
R_5BgofE8BeXVlpFH											The name o	Facebook	LinkedIn			
R_24svAfyyJmuweqx											None of the The webpa	Facebook	LinkedIn			
R_57Hxnojq5Bi5Vat				Foursquare							Most of the	Facebook	LinkedIn			
R_b28v8ymEoe3oUHb											Because I r	Facebook	LinkedIn			
R_bw61Yh10B8t4GCV											None of the Looks like a	Facebook	LinkedIn	Google+		
R_8bTRnGLEXv0SH0F					CNN					Other (plea	time magazine	CNN is an o	Facebook	LinkedIn		Twitter
R_d5Rrs8F1tP3vyGV					CNN						Information provider.		LinkedIn			
R_3mlRVcqFCqBi6e9											1) It said "L	Facebook		Google+	Twitter	
R_9T5weWHN36A82XP	Google+										because the page looks like google chrome					
R_557bZ4EDTR5P1aZ											Previous hi:	Facebook	LinkedIn			
R_cH2KrX6gs6Q3Owl											It is more o	Facebook	LinkedIn			
R_3Rkf8VCXlaQba1T											None of the Never hear	Facebook	LinkedIn	Google+		
R_5pDStXqkE4jkZkF											Because Fa	Facebook		Google+		
R_ahLTFqSALFioxqR	Google+										current news/arts updates			Google+		
R_8ivqDJl37cNT2bX											None of the It looked lik	Facebook	LinkedIn		Twitter	
R_3Eu3TN35LE6sQLj											Makes me t	Facebook		Google+	Twitter	
R_b1VetNhZJc03niB											CNN does a	Facebook				
R_bpB3bxoUTa07Q3P											I feel like th	Facebook	LinkedIn	Google+	Twitter	
R_bPey12kOidhu4kt											None of the I just don't	Facebook				
R_2t4cCl6N04tftEx											None of the this is the 1:	Facebook	LinkedIn	Google+		
R_9Xq9tZY2o67BjtH	Google+										Google+ be	Facebook				
R_02QeFWWQAx3WSRn											None of the I have neve	Facebook	LinkedIn			
R_b3o2AIUKFSnW9nL										Other (plea	It's own company	Font etc, ov	Facebook	LinkedIn	Google+	Twitter
R_bJc7JT3Q2HXnNtz											None of the I'm not fam	Facebook				
R_1UhnKfyArjyfvai											None of the Don't know					
R_4NhZOPuTlFTKlgN											None of the Because I d	Facebook				
R_0OPxFAJu5ilU4sJ											Just looked	Facebook				

Test Cell

V1	Q11_5	Q11_6	Q12	Q13	Q14	DO-BR-FL_	DO-Q-Q11	DO-Q-Q1	DO-Q-Q6	DO-Q-Q9	DO-Q-Q2
ResponseID	On which, i	On which, i	Approximat	Now, a few	Which of th	Display Ord	Display Orc	if any	of the follo	Display Ord	Display Or
R_9zzfRK5AiHglbn			Daily	College/Sor	Under \$35,	Test Cell	1 5 2 3 4	2 1 3	5 4 2 8 7 6 3 1 9 1 1 2		
R_08v9C4cEXUDuzOt				Graduate St	\$35,000 - \$	Test Cell	4 3 2 1 5	1 2 3	4 5 8 2 1 3 6 7 9 1 1 2		
R_4Njx1vwc7p0cUVn				Graduate St	\$125,000 a	Test Cell	5 4 3 1 2	2 1 3	3 2 6 4 1 7 5 8 9 1 1 2		
R_3lOnmqpJGPNxqcd			Daily	College/Sor	\$35,000 - \$	Test Cell	2 3 5 1 4	2 1 3	4 3 5 6 8 2 1 7 9 1 1 2		
R_9REotCI9N2rtCtv			Once a mor	Graduate St	\$125,000 a	Test Cell	2 4 5 1 3	2 1 3	6 1 2 7 5 3 8 4 9 1 2 1		
R_56zQMj5Y6iyn1ul			Daily	College/Sor	\$75,000 - \$	Test Cell	2 5 3 4 1	1 2 3	7 4 5 8 2 6 3 1 9 1 1 2		
R_0Mq73VUD0ugbSUR			Daily	Graduate St	\$50,000 - \$	Test Cell	2 1 3 4 5	2 1 3	4 6 1 5 7 3 8 2 9 1 1 2		
R_4PIx8NUE8l60a4B			Daily	High school	\$35,000 - \$	Test Cell	1 4 2 3 5	1 2 3	8 2 6 5 7 3 4 1 9 1 1 2		
R_9GLIawwc3Gt85bT			Once a wee	High school	\$75,000 - \$	Test Cell	5 3 1 2 4	2 1 3	8 1 5 4 2 3 7 6 9 1 1 2		
R_3NL9hN0l8lC2x4V			Daily	College/Sor	\$35,000 - \$	Test Cell	2 4 3 5 1	1 2 3	3 2 4 1 5 8 7 6 9 1 1 2		
R_cPmhPMHinl6bG0R			2-3 times a	High school	\$35,000 - \$	Test Cell	1 2 4 5 3	2 1 3	5 7 2 3 8 6 1 4 9 1 1 2		
R_6VEXX5umaj8LEtT			2-3 times a	College/Sor	\$35,000 - \$	Test Cell	3 5 1 2 4	1 2 3	3 4 5 2 6 7 8 1 9 1 1 2		
R_agg8i4bzkhsbuWp			Daily	College/Sor	\$35,000 - \$	Test Cell	2 1 4 3 5	1 2 3	8 2 3 4 7 5 6 1 9 1 1 2		
R_3fpAh5ViyHelQLP	Foursquare		2-3 times a	High school	\$75,000 - \$	Test Cell	4 3 5 1 2	2 1 3	7 4 2 3 1 5 8 6 9 1 1 2		
R_0HZFze93AKZhLGI		None of the above		Graduate St	\$75,000 - \$	Test Cell	3 2 1 5 4	2 1 3	5 6 8 3 1 4 2 7 9 1 1 2		
R_74Di8qR7Dor3Hz7			Daily	College/Sor	Under \$35,	Test Cell	4 2 5 3 1	2 1 3	5 3 7 1 8 4 6 2 9 1 1 2		
R_d1qYV6ytNTMTw5D			Less than o	College/Sor	\$35,000 - \$	Test Cell	1 2 4 5 3	2 1 3	6 4 7 1 3 5 8 2 9 1 1 2		
R_1ztK3wAccO7GoAd			Daily	College/Sor	\$125,000 a	Test Cell	4 3 5 2 1	1 2 3	3 8 6 4 2 1 5 7 9 1 2 1		
R_5BgofE8BeXVlpFH			Daily	College/Sor	\$35,000 - \$	Test Cell	5 4 3 2 1	2 1 3	6 3 7 8 1 5 4 2 9 1 2 1		
R_24svAfyyJmuweqx			Daily	Graduate St	\$100,000 -	Test Cell	1 5 3 4 2	1 2 3	5 2 8 6 3 4 1 7 9 1 1 2		
R_57Hxnojq5Bi5Vat			Daily	Graduate St	\$35,000 - \$	Test Cell	5 1 3 4 2	1 2 3	5 2 4 7 8 3 6 1 9 1 1 2		
R_b28v8ymEoe3oUHb			Once a mor	College/Sor	\$35,000 - \$	Test Cell	1 2 3 5 4	2 1 3	4 6 5 2 7 3 1 8 9 1 2 1		
R_bw61Yh10B8t4GCV			Daily	Graduate St	Under \$35,	Test Cell	4 2 1 3 5	1 2 3	1 2 7 5 8 3 6 4 9 1 1 2		
R_8bTRnGLExvOSH0F			Daily	Graduate St	Under \$35,	Test Cell	4 2 1 3 5	1 2 3	6 3 8 7 2 5 1 4 9 1 1 2		
R_d5Rrs8FltP3vyGV				College/Sor	\$35,000 - \$	Test Cell	3 4 2 1 5	2 1 3	4 1 8 6 2 5 3 7 9 1 2 1		
R_3mlRVcqFcqBi6e9			Once a mor	Graduate St	\$100,000 -	Test Cell	4 1 3 2 5	1 2 3	6 4 7 8 5 1 2 3 9 1 1 2		
R_9T5weWHN36A82XP		None of the above		College/Sor	\$50,000 - \$	Test Cell	5 2 3 1 4	2 1 3	4 7 2 8 1 5 6 3 9 1 1 2		
R_557bZ4EDTR5P1aZ			Daily	Graduate St	\$35,000 - \$	Test Cell	3 4 2 5 1	1 2 3	8 6 1 7 5 3 2 4 9 1 1 2		
R_cH2KrX6gs6Q3Owl			Daily	College/Sor	\$50,000 - \$	Test Cell	5 1 3 4 2	2 1 3	5 1 6 3 8 4 2 7 9 1 2 1		
R_3Rkf8VCXlaQba1T			2-3 times a	High school	\$75,000 - \$	Test Cell	2 1 3 4 5	2 1 3	1 5 7 2 6 4 3 8 9 1 2 1		
R_5pDStXqkE4jkZkF			Once a wee	Graduate St	\$75,000 - \$	Test Cell	5 4 2 3 1	2 1 3	2 8 4 3 7 6 1 5 9 1 1 2		
R_ahLTFqSALFioxqR				College/Sor	\$50,000 - \$	Test Cell	2 3 5 1 4	1 2 3	4 7 2 6 5 3 1 8 9 1 2 1		
R_8ivqDJl37cNT2bX			Daily	Graduate St	\$35,000 - \$	Test Cell	1 3 2 5 4	2 1 3	2 7 5 4 1 3 6 8 9 1 1 2		
R_3Eu3TN35LE6sQLj			Daily	Graduate St	\$75,000 - \$	Test Cell	2 5 4 3 1	2 1 3	8 1 5 4 2 3 6 7 9 1 1 2		
R_b1VetNhZJc03niB			2-3 times a	College/Sor	\$35,000 - \$	Test Cell	3 5 1 2 4	2 1 3	7 1 5 2 6 3 4 8 9 1 1 2		
R_bpB3bxoUTa07Q3P			2-3 times a	Graduate St	\$75,000 - \$	Test Cell	1 2 3 4 5	2 1 3	4 5 2 1 6 8 7 3 9 1 1 2		
R_bPey12kOidhu4kt			Daily	College/Sor	\$35,000 - \$	Test Cell	4 5 3 2 1	2 1 3	7 3 2 5 1 8 4 6 9 1 1 2		
R_2t4cCl6N04ftTex			Less than o	High school	Under \$35,	Test Cell	3 5 2 1 4	1 2 3	8 3 2 1 4 5 6 7 9 1 2 1		
R_9Xq9tZY2o67BjtH			Daily	College/Sor	\$35,000 - \$	Test Cell	1 5 3 2 4	2 1 3	8 7 2 1 3 6 5 4 9 1 1 2		
R_02QeFWWQAx3WSRn			2-3 times a	College/Sor	\$35,000 - \$	Test Cell	2 5 1 3 4	1 2 3	7 2 6 8 4 1 5 3 9 1 1 2		
R_b3o2AlUKFSnW9nL			Daily	Graduate St	\$125,000 a	Test Cell	5 1 3 4 2	1 2 3	4 2 7 5 8 6 3 1 9 1 2 1		
R_bJc7JT3Q2HXnNtz			Daily	Graduate St	\$35,000 - \$	Test Cell	3 5 4 1 2	1 2 3	3 8 5 1 4 2 6 7 9 1 1 2		
R_1UhnKfyArjyfvai		None of the above		High school	\$75,000 - \$	Test Cell	3 1 2 5 4	2 1 3	4 8 1 5 6 3 2 7 9 1 2 1		
R_4NhZOPuTlFTKlgN			Daily	Graduate St	\$50,000 - \$	Test Cell	3 1 5 4 2	1 2 3	1 3 6 7 4 5 2 8 9 1 1 2		
R_0OPxFAJu5ilU4sJ			2-3 times a	College/Sor	\$50,000 - \$	Test Cell	1 2 5 3 4	1 2 3	5 6 3 8 2 7 4 1 9 1 1 2		

Test Cell

V1	V8	V9	V10	ftouch	id	gc	Q1	Q2	Q3	Q4	Q5	Q6_1	Q6_2
ResponseID	StartDate	EndDate	Finished	ftouch	id	gc	Thank / you	What is you	Which of th	In the next	Please look	We would I	We would I
R_02HazYY4OqfCFI5	9/18/2012 15:52	9/18/2012 15:55	1	DPDM52LX	EFF925VLG	1	Yes	Male	55 - 64		1	1	
R_d4GYPK313Z8czfn	9/18/2012 15:54	9/18/2012 15:56	1	DPDM52M	EFF925VLH	1	Yes	Male	55 - 64		1	1	
R_e3BNUeXr6TUe0wl	9/18/2012 15:56	9/18/2012 15:58	1	DPDM535C	EFF925VLH	1	Yes	Male	35 - 44		1	1	
R_1AnV9tU5ZppfKIV	9/18/2012 15:56	9/18/2012 15:59	1	DPDM535F	EFF925VLH	1	Yes	Female	18 - 24		1	1	Facebook
R_d7r3qDcdC40wVUh	9/18/2012 16:01	9/18/2012 16:03	1	DPDM53DF	EFF925VLH	1	Yes	Male	25 - 34		1	1	
R_7PaoA8ObUyE2HzL	9/18/2012 16:00	9/18/2012 16:03	1	DPDM53BT	EFF925VLH	1	Yes	Female	45 - 54		1	1	Facebook
R_8dj7XGESpEZm5Y9	9/18/2012 15:59	9/18/2012 16:04	1	DPDM5383	EFF925VLH	1	Yes	Female	18 - 24		1	1	
R_5gXOi8cLYLwA0qV	9/18/2012 16:01	9/18/2012 16:04	1	DPDM53CL	EFF925VLH	1	Yes	Male	55 - 64		1	1	
R_OD4FGPIIR5cX8wt	9/18/2012 16:02	9/18/2012 16:04	1	DPDM53FV	EFF925VLH	1	Yes	Female	45 - 54		1	1	
R_ellu7boGyaBiFmd	9/18/2012 16:01	9/18/2012 16:05	1	DPDM53DF	EFF925VLH	1	Yes	Male	55 - 64		1	1	
R_8uFx17WCRzHxld3	9/18/2012 16:08	9/18/2012 16:10	1	DPDM5664	EFF925VLJ	1	Yes	Male	18 - 24		1	1	
R_e4mAmBQZhvLy4C1	9/18/2012 16:09	9/18/2012 16:11	1	DPDM568v	EFF925VLJ	1	Yes	Female	35 - 44		1	1	Facebook
R_74naQJTnNr8xpjL	9/18/2012 16:09	9/18/2012 16:13	1	DPDM56B2	EFF925VLJ	1	Yes	Male	45 - 54		1	1	
R_9mqrX8Hw28qleOd	9/18/2012 16:13	9/18/2012 16:15	1	DPDM56G	EFF925VLJ	1	Yes	Female	25 - 34		1	1	Facebook
R_41PwXYGIC9a38ep	9/18/2012 16:12	9/18/2012 16:15	1	DPDM56D	EFF925VLJ	1	Yes	Female	65 or older		1	1	
R_6PZIGmfuVTXucjr	9/18/2012 16:15	9/18/2012 16:17	1	DPDM56N	EFF925VLJ	1	Yes	Male	45 - 54		1	1	
R_4NnPiIOTODGF8EZ	9/18/2012 16:14	9/18/2012 16:17	1	DPDM56K	EFF925VLJ	1	Yes	Female	45 - 54		1	1	
R_aVFemQB1hkwxIPH	9/18/2012 16:18	9/18/2012 16:20	1	DPDM5742	EFF925VLJ	1	Yes	Female	45 - 54		1	1	
R_eDJCV6c40Y8ECzP	9/18/2012 16:20	9/18/2012 16:21	1	DPDM58D	EFF925VLJ	1	Yes	Male	45 - 54		1	1	Facebook
R_9FDBoRLK3Tr3VYx	9/18/2012 16:21	9/18/2012 16:24	1	DPDM58JH	EFF925VLJ	1	Yes	Male	55 - 64		1	1	LinkedIn
R_9XrF9JEdjld5kX3	9/18/2012 16:23	9/18/2012 16:25	1	DPDM58Nz	EFF925VLJ	1	Yes	Female	18 - 24		1	1	
R_aeYzoytIO3PhZjL	9/18/2012 16:23	9/18/2012 16:26	1	DPDM58Nz	EFF925VLJ	1	Yes	Female	65 or older		1	1	
R_5cJk4Qa4B71nkSV	9/18/2012 16:28	9/18/2012 16:31	1	DPDM5DQ	EFF925VLK	1	Yes	Female	45 - 54		1	1	
R_7PXrQITP5KwukYt	9/18/2012 16:30	9/18/2012 16:32	1	DPDM5F3F	EFF925VLK	1	Yes	Female	45 - 54		1	1	
R_2tvYGz3fRBulGgB	9/18/2012 16:33	9/18/2012 16:38	1	DPDM5FQ	EFF925VLK	1	Yes	Female	25 - 34		1	1	
R_3ejKXS7pNgQRZMp	9/18/2012 16:36	9/18/2012 16:39	1	DPDM5FV2	EFF925VLK	1	Yes	Female	55 - 64		1	1	
R_0BMLiqUPI7Bohvox	9/18/2012 16:31	9/18/2012 16:39	1	DPDM5FK6	EFF925VLK	1	Yes	Male	55 - 64		1	1	
R_0SMlmtwzOVIrhXv	9/18/2012 16:38	9/18/2012 16:41	1	DPDM5FW	EFF925VLK	1	Yes	Female	55 - 64		1	1	Facebook
R_6FHKbAM98vAsAlj	9/18/2012 16:41	9/18/2012 16:43	1	DPDM5G5z	EFF925VLK	1	Yes	Male	65 or older		1	1	Facebook
R_1T9B8VJMvlnEIND	9/18/2012 16:43	9/18/2012 16:45	1	DPDM5GTC	EFF925VLK	1	Yes	Male	65 or older		1	1	
R_1zbao3OaNuKU3ul	9/18/2012 16:42	9/18/2012 16:45	1	DPDM5GD	EFF925VLK	1	Yes	Male	55 - 64		1	1	Facebook
R_0k6uFaQqsx1ZPf	9/18/2012 16:46	9/18/2012 16:48	1	DPDM5H9F	EFF925VLL	1	Yes	Female	25 - 34		1	1	
R_1WT97bJcnzH0a7r	9/18/2012 16:46	9/18/2012 16:50	1	DPDM5H9	EFF925VLK	1	Yes	Male	55 - 64		1	1	
R_3DheTjkkJYb4d7	9/18/2012 16:49	9/18/2012 16:51	1	DPDM5HK	EFF925VLL	1	Yes	Male	45 - 54		1	1	Facebook
R_1MHwgnNSOafMPIj	9/18/2012 16:49	9/18/2012 16:52	1	DPDM5HK	EFF925VLL	1	Yes	Male	55 - 64		1	1	Facebook
R_5aHwSQV6Q7DLGGp	9/18/2012 16:52	9/18/2012 16:53	1	DPDM5J43	EFF925VLLI	1	Yes	Male	25 - 34		1	1	Facebook
R_8BAj7Q0pmtRvjJr	9/18/2012 16:52	9/18/2012 16:55	1	DPDM5HXz	EFF925VLLI	1	Yes	Male	65 or older		1	1	
R_5mX7dtpF30zm8FT	9/18/2012 17:01	9/18/2012 17:04	1	DPDM5JVb	EFF925VLLI	1	Yes	Female	55 - 64		1	1	
R_2oxSIIP2LI19cEt	9/18/2012 17:02	9/18/2012 17:07	1	DPDM5JVf	EFF925VLLI	1	Yes	Female	55 - 64		1	1	
R_e5rTjF6y5Ajv49	9/18/2012 17:05	9/18/2012 17:07	1	DPDM5KGF	EFF925VLLI	1	Yes	Female	45 - 54		1	1	
R_8lJn8ZwVCSM1HSd	9/18/2012 17:06	9/18/2012 17:08	1	DPDM5KG1	EFF925VLLI	1	Yes	Male	25 - 34		1	1	
R_ehRQezWcijLwdfv	9/18/2012 17:10	9/18/2012 17:12	1	DPDM5KJ3	EFF925VLLI	1	Yes	Male	25 - 34		1	1	
R_1LjBlIMRb7KVdGJ	9/18/2012 17:11	9/18/2012 17:13	1	DPDM5KJG	EFF925VLN	1	Yes	Male	45 - 54		1	1	
R_9YVRRHAMGJD8H9r	9/18/2012 17:11	9/18/2012 17:13	1	DPDM5KJH	EFF925VLN	1	Yes	Male	65 or older		1	1	Facebook
R_aWUTIHESR1SKC9L	9/18/2012 17:11	9/18/2012 17:14	1	DPDM5KJt	EFF925VLN	1	Yes	Male	65 or older		1	1	LinkedIn

Test Cell

V1	Q6_3	Q6_4	Q6_5	Q6_6	Q6_7	Q6_8	Q6_9	Q6_9_TEXT	Q6_10	Q7	Q11_1	Q11_2	Q11_3	Q11_4	
ResponseID	We would I	We would I	We would I	We would I	We would I	We would I	We would I	We would I	We would I	We would I	When cons	On which, i	On which, i	On which, i	On which, i
R_02HazYY4OqfCFI5									The New York Times		looked mor	Facebook			
R_d4GYPK313Z8czfn										None of the	Unfamiliar \	Facebook	LinkedIn		
R_e3BNUeXr6TUe0wl	Google+									i think i saw	Facebook	LinkedIn	Google+	Twitter	
R_1AnV9tU5ZppfKiV									The New York Times	The page la	Facebook			Twitter	
R_d7r3qDcdC40wVUh									The New York Times	no reason	Facebook	LinkedIn		Twitter	
R_7PaoA8ObUyE2HzL										Because of	Facebook				
R_8dj7XGESpEZm5Y9										None of the I	don't knov	Facebook	Google+		
R_5gXOi8cLYLwA0qV										None of the	Timelines could be associated with any company.			I have no	
R_OD4FGPIIR5cX8wt										None of the	didn't remind me of any of the other names				
R_ellu7boGyaBiFmd									The New York Times	because of	Facebook	LinkedIn			
R_8uFx17WCRzHxld3										None of the I	have neve	Facebook	Google+	Twitter	
R_e4mAmBQZhvLy4C1									The New York Times	FB has new	Facebook				
R_74naQJtnNr8xpjL										None of the	didn't look I	Facebook	Google+		
R_9mqrX8Hw28qle0d															
R_41PwXYGIC9a38ep	Google+									They chang	Facebook				
R_6PZIGmfuVTXucjr								YouTube		Google tries	Facebook				
R_4NnPniOTODGF8EZ				CNN						just					
R_aVFemQB1hkwxIPH										news	Facebook				
R_eDJCV6c40Y8ECzP	Google+							YouTube		None of the i	don't knov	Facebook	LinkedIn	Google+	
R_9FDBoRLK3Tr3VYx									The New York Times	regularly us	Facebook	LinkedIn	Google+		
R_9XrF9JEdjld5kX3										It has time i	Facebook	LinkedIn		Twitter	
R_aeYzoytIO3PhZjL										None of the I	have neve	Facebook		Twitter	
R_5cJk4Qa4B7InkSV										None of the	Just did not pay attention to think of who it might be associæ				
R_7PXrQITP5KwukYt					CNN				The New York Times	None of the it	looks diffæ	Facebook			
R_2tvYGz3fRBulGgB										news event	Facebook	LinkedIn		Twitter	
R_3ejKXS7pNgQRZMp									The New York Times	None of the I	am not aw	Facebook	LinkedIn	Google+	
R_0BMlqUPI7Bohvox										seemed like a newspaper section				Twitter	
R_0SMlmtwzOVIrhXv										None of the	The name d	Facebook			
R_6FHKBAm98vAsALj										Facebook h	Facebook	LinkedIn	Google+	Twitter	
R_1T9B8VJMvInEIND										None of the	Never saw that before	LinkedIn	Google+	Twitter	
R_1zbao3OaNuKU3ul										The only plæ	Facebook	LinkedIn	Google+	Twitter	
R_0k6uFaQqsx1ZPf										None of the I	haven't he	Facebook			
R_1WT97bJcnzH0a7r										None of the	do not assoicate w/any buisness but with a form of portry				
R_3DheTjkkJYb4d7										Facebook h	Facebook	LinkedIn		Twitter	
R_1MHwgnNSOafMPiJ										Just seems	Facebook	LinkedIn	Google+		
R_5aHwSQV6Q7DLGGp										Facebook has a timeline	LinkedIn				
R_8BAj7QOpmtRvjJr										None of the I	have neve	Facebook	LinkedIn		
R_5mX7dtpF30zm8FT									The New York Times	/ Because it is part of the title "time" but more particularly t					
R_2oxSIIP2LI19cEt										None of the it	indicates	Facebook			
R_e5rTtjF6y5Ajv49									The New York Times	Sound like a newspaper					
R_8lJn8ZwVCSM1HSd										None of the I	do not understand the question.				
R_ehRQezWcijLwdfv									CNN	Because of	Facebook				
R_1LjBliMRb7KVdGJ										None of the	Did not not	Facebook	LinkedIn		
R_9YVRRHAMGJD8H9r	Twitter									Icons and I	Facebook	LinkedIn			
R_aWUTIESR1SKC9L									YouTube	Pertains to	Facebook				
									Other (plea	The History Channel					

Test Cell

V1	Q11_5	Q11_6	Q12	Q13	Q14	DO-BR-FL_	DO-Q-Q11	DO-Q-Q1	DO-Q-Q6	DO-Q-Q9	DO-Q-Q2
ResponseID	On which, i	On which, i	Approximat	Now, a few	Which of th	Display Ord	Display Orc	if any	of the follo	Display Ord	Display Or
R_02HazYY4OqfCFI5			Daily	High school	\$50,000 - \$	Test Cell	1 5 4 3 2	1 2 3	7 4 6 1 2 8 5 3 9 1 1 2		
R_d4GYPK313Z8czfn			Once a wee	Graduate St	\$125,000 a	Test Cell	4 3 5 1 2	1 2 3	3 4 2 8 6 5 1 7 9 1 1 2		
R_e3BNUeXr6TUe0wl			2-3 times a	Graduate St	\$75,000 - \$	Test Cell	5 3 2 4 1	2 1 3	7 5 3 4 1 8 6 2 9 1 1 2		
R_1AnV9tU5ZppfKiV			Daily	High school	Under \$35, Test	Cell	4 3 5 2 1	2 1 3	3 4 2 7 6 5 8 1 9 1 1 2		
R_d7r3qDcdC40wVUh			Daily	College/Sor	\$35,000 - \$	Test Cell	3 1 5 4 2	1 2 3	7 1 6 2 8 5 3 4 9 1 2 1		
R_7PaoA8ObUyE2HzL			Daily	College/Sor	\$35,000 - \$	Test Cell	5 2 4 3 1	2 1 3	8 1 5 6 7 4 2 3 9 1 1 2		
R_8dj7XGESpEZm5Y9			Daily	College/Sor	\$50,000 - \$	Test Cell	5 4 3 1 2	2 1 3	1 7 4 8 2 3 6 5 9 1 2 1		
R_5gXOi8cLYLwA0qV	idea which	None of the above	College/Sor	\$125,000 a	Test Cell		3 1 5 4 2	2 1 3	7 1 8 4 2 6 5 3 9 1 1 2		
R_0D4FGPIIR5cX8wt		None of the above	Less than h	Under \$35, Test	Cell		4 3 2 1 5	1 2 3	1 5 2 7 4 3 8 6 9 1 2 1		
R_ellu7boGyaBiFmd			Daily	Graduate St	\$50,000 - \$	Test Cell	1 2 5 3 4	1 2 3	6 4 5 8 2 3 1 7 9 1 1 2		
R_8uFx17WCRzHxld3			Daily	College/Sor	Under \$35, Test	Cell	1 4 2 3 5	2 1 3	6 1 2 7 4 5 8 3 9 1 2 1		
R_e4mAmBQZhvLy4C1			Daily	Graduate St	\$35,000 - \$	Test Cell	1 5 3 2 4	1 2 3	3 1 8 4 2 7 5 6 9 1 1 2		
R_74naQJTnNr8xpjL			2-3 times a	High school	\$35,000 - \$	Test Cell	3 2 4 1 5	1 2 3	3 1 8 6 5 2 4 7 9 1 1 2		
R_9mqrX8Hw28qle0d			Daily	College/Sor	\$35,000 - \$	Test Cell	2 5 3 4 1	1 2 3	7 1 2 3 4 8 5 6 9 1 2 1		
R_41PwXYGIC9a38ep			2-3 times a	Graduate St	\$75,000 - \$	Test Cell	3 2 5 4 1	1 2 3	5 3 4 7 8 6 2 1 9 1 2 1		
R_6PZIGmfuVTXucjr		None of the above	High school	\$50,000 - \$	Test Cell		5 2 3 4 1	1 2 3	6 3 2 1 8 4 5 7 9 1 1 2		
R_4NnPniOTODGF8EZ			Daily	College/Sor	\$50,000 - \$	Test Cell	3 4 5 1 2	1 2 3	8 7 2 3 4 6 1 5 9 1 2 1		
R_aVFemQB1hkwxIPH			2-3 times a	Graduate St	\$125,000 a	Test Cell	5 1 4 3 2	2 1 3	1 3 6 8 5 4 2 7 9 1 1 2		
R_eDJCV6c40Y8ECzP			Daily	College/Sor	\$35,000 - \$	Test Cell	2 4 1 5 3	1 2 3	6 3 4 8 2 5 7 1 9 1 1 2		
R_9FDBoRLK3Tr3VYx			Less than o	College/Sor	\$100,000 -	Test Cell	5 1 3 4 2	2 1 3	6 1 8 5 4 3 7 2 9 1 2 1		
R_9XrF9JEdjld5kX3			Daily	Graduate St	\$75,000 - \$	Test Cell	1 3 5 2 4	1 2 3	7 6 4 8 2 5 3 1 9 1 1 2		
R_aeYzoytIO3PhZjL	ited with	None of the above	High school	\$50,000 - \$	Test Cell		5 4 3 2 1	2 1 3	4 8 5 2 6 3 1 7 9 1 1 2		
R_5cJk4Qa4B71nkSV			2-3 times a	College/Sor	\$35,000 - \$	Test Cell	4 5 2 1 3	2 1 3	3 6 5 2 4 8 7 1 9 1 1 2		
R_7PXrQITP5KwukYt			Daily	College/Sor	\$125,000 a	Test Cell	4 3 5 2 1	2 1 3	3 5 7 4 8 2 6 1 9 1 2 1		
R_2tvYGz3fRBulGgB			Daily	College/Sor	\$75,000 - \$	Test Cell	4 2 3 1 5	1 2 3	8 2 7 4 5 6 1 3 9 1 1 2		
R_3ejKXS7pNgQRZMp		None of the above	College/Sor	\$50,000 - \$	Test Cell		3 4 1 5 2	2 1 3	8 5 1 2 6 4 3 7 9 1 2 1		
R_0BMLqUPI7Bohvox			Daily	High school	\$50,000 - \$	Test Cell	2 1 3 4 5	2 1 3	5 1 8 6 4 3 7 2 9 1 2 1		
R_0SMlmtwzOVIrhXv			Daily	College/Sor	\$35,000 - \$	Test Cell	4 3 1 2 5	2 1 3	4 3 1 7 8 2 5 6 9 1 1 2		
R_6FHKBAm98vAsALj			Daily	Graduate St	\$50,000 - \$	Test Cell	3 2 1 4 5	1 2 3	6 4 2 8 5 7 1 3 9 1 2 1		
R_1T9B8VJMvInEIND				Graduate St	\$35,000 - \$	Test Cell	3 4 5 1 2	2 1 3	3 5 7 6 8 2 1 4 9 1 2 1		
R_1zbao3OaNuKU3ul			Daily	College/Sor	\$50,000 - \$	Test Cell	2 3 1 5 4	2 1 3	6 5 3 4 7 1 8 2 9 1 2 1		
R_0k6uFaQqsx1ZPf			Daily	College/Sor	\$35,000 - \$	Test Cell	3 4 5 1 2	2 1 3	8 5 4 1 3 6 7 2 9 1 1 2		
R_1WT97bJcncH0a7r	ng history	None of the above	College/Sor	\$100,000 -	Test Cell		2 1 5 4 3	2 1 3	1 3 7 8 6 4 2 5 9 1 1 2		
R_3DheTjkkJYb4d7			Once a mor	Graduate St	\$100,000 -	Test Cell	2 4 5 1 3	1 2 3	3 7 8 4 6 2 1 5 9 1 2 1		
R_1MHwgnNSOafMPiJ			Daily	College/Sor	\$100,000 -	Test Cell	2 4 3 5 1	1 2 3	3 1 8 5 4 6 7 2 9 1 2 1		
R_5aHwSQV6Q7DLGGp				College/Sor	\$50,000 - \$	Test Cell	5 2 3 4 1	1 2 3	3 2 6 5 8 7 1 4 9 1 1 2		
R_8BAj7QOpmtRvjJr			2-3 times a	College/Sor	\$35,000 - \$	Test Cell	5 4 3 1 2	1 2 3	8 4 3 6 2 7 1 5 9 1 2 1		
R_5mX7dtpF30zm8FT	he New Yor	None of the above	College/Sor	\$35,000 - \$	Test Cell		1 4 5 3 2	1 2 3	4 5 3 2 7 1 8 6 9 1 1 2		
R_2oxSIIP2LI19cEt			Less than o	College/Sor	\$75,000 - \$	Test Cell	4 5 3 1 2	2 1 3	2 4 8 7 6 5 3 1 9 1 1 2		
R_e5rTjF6y5Ajv49		None of the above	College/Sor	\$75,000 - \$	Test Cell		5 3 2 1 4	2 1 3	6 7 5 8 2 1 4 3 9 1 1 2		
R_8lJn8ZwVCSM1HSd		None of the above	College/Sor	\$35,000 - \$	Test Cell		2 5 3 4 1	2 1 3	1 7 6 5 4 8 2 3 9 1 1 2		
R_ehRQezWcijLwdfv			Daily	College/Sor	\$50,000 - \$	Test Cell	4 1 5 2 3	2 1 3	6 2 8 3 5 1 7 4 9 1 1 2		
R_1LjBlIMRb7KVdGJ			Daily	Graduate St	\$100,000 -	Test Cell	5 1 3 4 2	1 2 3	3 2 5 8 1 6 7 4 9 1 2 1		
R_9YVRRHAMGJD8H9r			Once a mor	College/Sor	\$100,000 -	Test Cell	1 2 3 4 5	2 1 3	2 5 4 8 6 7 1 3 9 1 1 2		
R_aWUTIIESR1SKC9L			2-3 times a	College/Sor	\$75,000 - \$	Test Cell	1 2 5 4 3	1 2 3	7 8 5 6 4 3 1 2 9 1 1 2		

Test Cell

V1	V8	V9	V10	ftouch	id	gc	Q1	Q2	Q3	Q4	Q5	Q6_1	Q6_2
ResponseID	StartDate	EndDate	Finished	ftouch	id	gc	Thank / you	What is you	Which of th	In the next	Please look	We would I	We would I
R_0v6udYUpMDIayLb	9/18/2012 17:17	9/18/2012 17:19	1	DPDM5L28	EFF925VLM	1	Yes	Female	35 - 44		1	1	
R_a64YJX3gaQsCNUx	9/18/2012 17:15	9/18/2012 17:19	1	DPDM5KN	EFF925VLM	1	Yes	Female	45 - 54		1	1	
R_bjff6Qv0bUCezAh	9/18/2012 17:18	9/18/2012 17:20	1	DPDM5L3S	EFF925VLM	1	Yes	Female	45 - 54		1	1	
R_4168vgjpBeKXeYZ	9/18/2012 17:19	9/18/2012 17:21	1	DPDM5L5H	EFF925VLM	1	Yes	Male	25 - 34		1	1	Facebook
R_6KfzRxo9I8FpHcF	9/18/2012 17:22	9/18/2012 17:24	1	DPDM5LVF	EFF925VLM	1	Yes	Male	55 - 64		1	1	Facebook
R_3Ua4owbNX1avTCJ	9/18/2012 17:23	9/18/2012 17:25	1	DPDM5LY5	EFF925VLM	1	Yes	Male	35 - 44		1	1	Facebook
R_3BFkIXqyJtjFt09	9/18/2012 17:25	9/18/2012 17:28	1	DPDM5LZ8	EFF925VLM	1	Yes	Female	25 - 34		1	1	
R_4HLihccz4XMkOMt	9/18/2012 17:23	9/18/2012 17:28	1	DPDM5LXV	EFF925VLM	1	Yes	Male	35 - 44		1	1	
R_4T4tTjTRZbwrayp	9/18/2012 17:27	9/18/2012 17:31	1	DPDM5M8	EFF925VLM	1	Yes	Female	55 - 64		1	1	Facebook
R_9YyICY8huCnoDyZ	9/18/2012 17:30	9/18/2012 17:33	1	DPDM5MD	EFF925VLN	1	Yes	Female	65 or older		1	1	
R_3QJJUqmBIJEweN	9/18/2012 17:32	9/18/2012 17:35	1	DPDM5MJJ	EFF925VLN	1	Yes	Female	25 - 34		1	1	
R_9MOWQOwdtvqnaGR	9/18/2012 17:33	9/18/2012 17:35	1	DPDM5MJJ	EFF925VLN	1	Yes	Female	45 - 54		1	1	
R_afTxGjILAYDvt8F	9/18/2012 17:34	9/18/2012 17:37	1	DPDM5ML	EFF925VLN	1	Yes	Male	65 or older		1	1	
R_78niVLhtLaocyqh	9/18/2012 17:36	9/18/2012 17:40	1	DPDM5MN	EFF925VLN	1	Yes	Male	65 or older		1	1	
R_6EzgXOtbg2ncl5	9/18/2012 17:38	9/18/2012 17:41	1	DPDM5MN	EFF925VLN	1	Yes	Male	55 - 64		1	1	Facebook
R_a5Uv0WaQAnJn9zL	9/18/2012 17:40	9/18/2012 17:43	1	DPDM5MP	EFF925VLN	1	Yes	Female	55 - 64		1	1	
R_3JKN4ZVVif6IB6B	9/18/2012 17:42	9/18/2012 17:44	1	DPDM5MP	EFF925VLN	1	Yes	Male	55 - 64		1	1	Facebook
R_bvzUvUWutPxJBop	9/18/2012 17:44	9/18/2012 17:47	1	DPDM5MP	EFF925VLN	1	Yes	Female	65 or older		1	1	
R_2ugcaa7T330Bn81	9/18/2012 17:51	9/18/2012 17:53	1	DPDM5N3J	EFF925VLP	1	Yes	Female	45 - 54		1	1	
R_av1hT7IyCaQzKol	9/18/2012 17:51	9/18/2012 17:53	1	DPDM5N3J	EFF925VLP	1	Yes	Female	25 - 34		1	1	
R_baq3lwiiIvfzsj3	9/18/2012 17:54	9/18/2012 17:56	1	DPDM5NN'	EFF925VLP	1	Yes	Male	45 - 54		1	1	
R_em9XsRi0fixX1dz	9/18/2012 17:51	9/18/2012 17:57	1	DPDM5N2	EFF925VLP	1	Yes	Male	65 or older		1	1	
R_eFCHXwL4O1dmJo1	9/18/2012 17:53	9/18/2012 17:58	1	DPDM5NH	EFF925VLP	1	Yes	Male	65 or older		1	1	
R_0cUXzTOeEHwCgmF	9/18/2012 17:56	9/18/2012 18:00	1	DPDM5NPF	EFF925VLP	1	Yes	Male	55 - 64		1	1	
R_5bQamw4wUIDD65v	9/18/2012 18:00	9/18/2012 18:02	1	DPDM5NR	EFF925VLP	1	Yes	Female	25 - 34		1	1	
R_2nQuLSoGORDGqHP	9/18/2012 18:00	9/18/2012 18:02	1	DPDM5NQ	EFF925VLP	1	Yes	Female	65 or older		1	1	
R_eP6XGVjNq5lucaV	9/18/2012 18:01	9/18/2012 18:04	1	DPDM5NR	EFF925VLP	1	Yes	Male	18 - 24		1	1	
R_bdBpIXPbxou0A7z	9/18/2012 18:04	9/18/2012 18:06	1	DPDM5Q2	EFF925VLP	1	Yes	Male	45 - 54		1	1	
R_3EEka5z1O7bOcLP	9/18/2012 18:04	9/18/2012 18:06	1	DPDM5Q2	EFF925VLP	1	Yes	Male	55 - 64		1	1	
R_37B01K4juVE9qHr	9/18/2012 18:09	9/18/2012 18:12	1	DPDM5QP	EFF925VLP	1	Yes	Male	35 - 44		1	1	
R_4NJ4BIWXdZY91j	9/18/2012 18:13	9/18/2012 18:17	1	DPDM5QV	EFF925VLQ	1	Yes	Female	45 - 54		1	1	Facebook LinkedIn
R_4SGE4pUYfcLu2A5	9/18/2012 18:15	9/18/2012 18:18	1	DPDM5QV	EFF925VLQ	1	Yes	Male	55 - 64		1	1	
R_000uQGO83IW4Bjn	9/18/2012 18:17	9/18/2012 18:20	1	DPDM5QW	EFF925VLQ	1	Yes	Male	65 or older		1	1	Facebook
R_6DN4bTJS3jUkMJv	9/18/2012 18:18	9/18/2012 18:21	1	DPDM5QW	EFF925VLQ	1	Yes	Male	35 - 44		1	1	
R_9Xk441JbweTLy7j	9/18/2012 18:19	9/18/2012 18:22	1	DPDM5R6	EFF925VLQ	1	Yes	Female	65 or older		1	1	
R_0dpM570mfCnPdz	9/18/2012 18:21	9/18/2012 18:24	1	DPDM5R7	EFF925VLQ	1	Yes	Male	25 - 34		1	1	Facebook
R_elcdseiFAHLbN2d	9/18/2012 18:23	9/18/2012 18:26	1	DPDM5R8Y	EFF925VLQ	1	Yes	Male	45 - 54		1	1	
R_eljUf1gkbwbu4yV	9/18/2012 18:25	9/18/2012 18:27	1	DPDM5R9S	EFF925VLQ	1	Yes	Male	35 - 44		1	1	
R_4PLi2ow0VzDIRWR	9/18/2012 18:23	9/18/2012 18:26	1	DPDM5R8V	EFF925VLQ	1	Yes	Male	65 or older		1	1	
R_d5y1wYqjfn2eqvb	9/18/2012 18:28	9/18/2012 18:30	1	DPDM5RG	EFF925VLQ	1	Yes	Female	25 - 34		1	1	Facebook
R_8ddrD4qZ7CdACGh	9/18/2012 18:29	9/18/2012 18:34	1	DPDM5RHI	EFF925VLQ	1	Yes	Female	55 - 64		1	1	
R_eflC400hyOwNAdn	9/18/2012 18:33	9/18/2012 18:36	1	DPDM5RKE	EFF925VLR	1	Yes	Male	65 or older		1	1	
R_6m9uahznY15WYKh	9/18/2012 18:34	9/18/2012 18:36	1	DPDM5RLC	EFF925VLR	1	Yes	Female	35 - 44		1	1	Facebook
R_bq5TzPR6dJlbP93	9/18/2012 18:35	9/18/2012 18:37	1	DPDM5RRC	EFF925VLR	1	Yes	Female	35 - 44		1	1	
R_3pz0LDAupfM0OR7	9/18/2012 18:37	9/18/2012 18:40	1	DPDM5SBJ	EFF925VLR	1	Yes	Male	25 - 34		1	1	

Test Cell

V1	Q6_3	Q6_4	Q6_5	Q6_6	Q6_7	Q6_8	Q6_9	Q6_9_TEXT	Q6_10	Q7	Q11_1	Q11_2	Q11_3	Q11_4	
ResponseID	We would I	We would I	We would I	We would I	We would I	We would I	We would I	We would I	We would I	We would I	When cons	On which, i	On which, i	On which, i	On which, i
R_0v6udYUpMDIayLb										None of the none					
R_a64YJX3gaQsCNUx										None of the Didn't notice anything except the pictures and written conte					
R_bfff6Qv0bUCezAh						YouTube				NA	Facebook		Google+		
R_4168vgjpBeKXeYZ										I know face	Facebook			Twitter	
R_6KfzRxo9I8FpHcF										newly adde	Facebook				
R_3Ua4owbNX1avTCJ										Facebook h	Facebook		Google+		
R_3BFkIXqyJtjFt09										None of the i	don't asso	Facebook			
R_4HLihccz4XMkOMt										None of the No	businesses seemed appropriate				
R_4T4tTjTRZbwrayp										it started us	Facebook				
R_9YyICY8huCnoDyZ										None of the I've	never seen it before.				
R_3QJJUqmBIJIEweN										None of the Never	heard Facebook				
R_9MOwQOwdtvqnagR										None of the I	have neve	Facebook	LinkedIn	Twitter	
R_afTxGjILAYDvt8F										None of the never	heard of it	LinkedIn			
R_78niVLhtLaocyqh										None of the Can't	think Facebook	LinkedIn			
R_6EzgXOtbg2ncl5										I use faceb	Facebook	LinkedIn			
R_a5Uv0WaQAnJn9zL										None of the it	is not fam	Facebook			
R_3JKN4ZVVif6IB6B										The only we	Facebook	LinkedIn			
R_bvzUvUWutPxJBop										None of the It	does not seem to be representative of any of the compan				
R_2ugcaa7T330Bn81										None of the never	heard Facebook	LinkedIn			
R_aV1hT7IyCaQzKol						The New York Times				XXXX	Facebook				
R_baq3lwilIvfzsj3										None of the never	heard of it				
R_em9XsRiOfixX1dz										None of the I	have never seen this logo before and I do not associate it v				
R_eFCHxwL4O1dmJo1										None of the Not	social n	Facebook	LinkedIn	Google+	Twitter
R_0cUXzTOeEHWcGmF						The New York Times				It sounds lii	Facebook				
R_5bQamw4wUIDD65v				CNN		The New York Times				news like	Facebook				
R_2nQuLSoGORDGqHP						The New York Times				Times in the	Facebook				
R_eP6XGVjNq5IucaV	Google+					The New York Times				Due to the f	Facebook				
R_bdBpIXPbxou0A7z								Other (plea yahoo		looks like th	Facebook				
R_3EEka5z1O7bOclP										None of the doo	not recognize				
R_37B01K4juVE9qHr						CNN	The New York Times			history	Facebook				
R_4NJ4BIWXjdZY91j	Google+						YouTube	Other (please specify):		Google+, th	Facebook	LinkedIn	Google+		
R_4SGE4pUYfclLu2A5										None of the I	have never seen this b	LinkedIn			
R_000uQGO83Iw4Bjn										because it s	Facebook				
R_6DN4btJS3jUkMJv						The New York Times				The New York Times	has been around for a long time, and I				
R_9Xk44IJBweTLy7j						The New York Times				the title is part	of the name				
R_0dpM570mfCnPDzn										Because Fa	Facebook				
R_elcdseiFAHLbN2d										None of the i	don't view	Facebook			
R_eljUf1gkbwbu4yV										None of the I've	never h	Facebook	LinkedIn	Google+	Twitter
R_4PLi2ow0VzDIRWR										None of the I	think it by	Facebook	LinkedIn		Twitter
R_d5y1wYqjfn2eqvb	Google+	Twitter	Foursquare			The New York Times				It looks like	Facebook				
R_8ddrD4qZ7CdACGh				CNN		The New York Times				It is an informative	site	LinkedIn			
R_eflC400hyOwNAdn						The New York Times				Name recoç	Facebook	LinkedIn	Google+		
R_6m9uahznY15WYKh										Facebook is	Facebook		Google+		
R_bq5TzPR6dJlbP93										None of the nev	heard c	Facebook	LinkedIn	Google+	Twitter
R_3pz0LDAUpfM0OR7										None of the never	saw i	Facebook			

Test Cell

V1	Q11_5	Q11_6	Q12	Q13	Q14	DO-BR-FL_	DO-Q-Q11	DO-Q-Q1	DO-Q-Q6	DO-Q-Q9	DO-Q-Q2
ResponseID	On which, i	On which, i	Approximat	Now, a few	Which of th	Display Ord	Display Orc	if any	of the follo	Display Ord	Display Or
R_0v6udYUpMDIayLb		None of the above	College/Sor	\$125,000	a Test Cell	2 5 3 4 1 1 2 3			3 5 2 8 6 1 7 4 9 1 1 2		
R_a64YJX3gaQsCNUx	nt.	None of the above	College/Sor	\$35,000 - \$	Test Cell	5 1 4 2 3 1 2 3			4 6 8 1 5 7 3 2 9 1 2 1		
R_bffj6Qv0bUCezAh		Once a wee	Graduate S	\$100,000 -	Test Cell	3 1 2 4 5 1 2 3			5 8 7 1 2 3 6 4 9 1 2 1		
R_4168vgjpbekXeYZ		Daily	Graduate S	\$50,000 - \$	Test Cell	2 5 3 4 1 1 2 3			6 3 8 2 1 5 4 7 9 1 2 1		
R_6KfzRxo9I8FpHcF		Daily	Graduate S	\$100,000 -	Test Cell	5 3 4 1 2 1 2 3			1 6 3 7 8 4 5 2 9 1 1 2		
R_3Ua4owbNX1avTCJ		Once a wee	College/Sor	\$75,000 - \$	Test Cell	5 4 2 1 3 2 1 3			5 1 6 3 2 4 8 7 9 1 2 1		
R_3BFkIXqyJtjFt09		Daily	College/Sor	\$50,000 - \$	Test Cell	1 5 4 2 3 2 1 3			5 6 3 8 7 4 1 2 9 1 2 1		
R_4HLihccz4XMkOMt		None of the above	College/Sor	\$50,000 - \$	Test Cell	5 4 3 1 2 1 2 3			3 7 4 6 2 8 1 5 9 1 1 2		
R_4T4tTjTRZbwrrayp		Daily	College/Sor	\$35,000 - \$	Test Cell	1 4 2 3 5 2 1 3			4 7 2 3 5 8 1 6 9 1 1 2		
R_9YyICY8huCnoDyZ		None of the above	High school	\$75,000 - \$	Test Cell	2 5 4 3 1 2 1 3			8 7 1 3 5 2 4 6 9 1 1 2		
R_3QJJUqmBIJlEweN		2-3 times a	College/Sor	\$35,000 - \$	Test Cell	2 1 5 3 4 1 2 3			6 8 5 2 7 3 1 4 9 1 2 1		
R_9MOWQOwdtvqnagR		2-3 times a	Graduate S	\$100,000 -	Test Cell	5 2 3 4 1 2 1 3			3 7 8 4 5 6 2 1 9 1 2 1		
R_afTxGjILAYDvt8F			College/Sor	\$125,000	a Test Cell	2 4 5 3 1 2 1 3			8 1 7 3 6 4 2 5 9 1 1 2		
R_78niVLhtLaocyqh		Daily	Graduate S	\$35,000 - \$	Test Cell	5 2 4 1 3 1 2 3			4 6 1 8 5 3 2 7 9 1 1 2		
R_6EzgXOtbnhg2nc15		Once a wee	College/Sor	\$75,000 - \$	Test Cell	2 3 1 5 4 2 1 3			5 7 8 2 4 1 6 3 9 1 1 2		
R_a5Uv0WaQAnJn9zL		Daily	College/Sor	\$50,000 - \$	Test Cell	4 5 1 2 3 2 1 3			1 8 5 3 2 4 7 6 9 1 2 1		
R_3JKN4ZVvif6IB6B		2-3 times a	High school	\$35,000 - \$	Test Cell	2 1 3 5 4 1 2 3			1 6 3 2 8 7 5 4 9 1 1 2		
R_bvzUvUWutPxJBop	es given.	None of the above	College/Sor	\$35,000 - \$	Test Cell	4 2 3 1 5 2 1 3			6 3 7 4 1 5 8 2 9 1 1 2		
R_2ugcaa7T330Bn81		Daily	College/Sor	Under \$35,	Test Cell	1 5 2 4 3 2 1 3			6 4 2 7 3 8 1 5 9 1 2 1		
R_aV1hT7IyCaQzKol		2-3 times a	College/Sor	\$75,000 - \$	Test Cell	4 1 2 3 5 2 1 3			1 3 4 6 5 8 7 2 9 1 2 1		
R_baq3lwilVfzsj3		None of the above	College/Sor	\$100,000 -	Test Cell	5 3 4 2 1 1 2 3			8 6 5 1 7 4 3 2 9 1 1 2		
R_m9XsRi0fixX1dz	with any of t	None of the above	Graduate S	\$50,000 - \$	Test Cell	4 3 5 2 1 1 2 3			2 6 7 8 1 5 3 4 9 1 2 1		
R_eFCHXwL4O1dmJo1		2-3 times a	College/Sor	\$100,000 -	Test Cell	3 5 1 4 2 1 2 3			2 5 7 3 8 4 1 6 9 1 2 1		
R_0cUXzTOeEHWcGmF		Once a wee	College/Sor	\$35,000 - \$	Test Cell	1 3 4 5 2 2 1 3			6 4 3 5 2 1 8 7 9 1 2 1		
R_5bQamw4wUIDD65v		2-3 times a	College/Sor	\$35,000 - \$	Test Cell	4 5 1 3 2 1 2 3			6 1 4 2 5 3 7 8 9 1 2 1		
R_2nQuLSoGORDGqHP		Daily	Graduate S	\$50,000 - \$	Test Cell	4 1 5 2 3 2 1 3			1 2 8 7 5 6 4 3 9 1 1 2		
R_eP6XGVjNq5IucaV		Once a wee	High school	\$50,000 - \$	Test Cell	3 5 2 4 1 1 2 3			8 1 6 5 3 7 2 4 9 1 1 2		
R_bdBpIXPbxou0A7z		Daily	High school	\$125,000	a Test Cell	3 4 5 1 2 2 1 3			6 1 5 4 3 2 7 8 9 1 2 1		
R_3EEka5z1O7bOcLP		None of the above	Graduate S	\$125,000	a Test Cell	4 1 3 5 2 1 2 3			5 2 7 6 1 4 3 8 9 1 2 1		
R_37B01K4juVE9qHr		Daily	College/Sor	\$75,000 - \$	Test Cell	4 1 3 2 5 1 2 3			3 8 2 6 7 5 4 1 9 1 1 2		
R_4NJ4BIWXjdZY91j		Daily	High school	\$75,000 - \$	Test Cell	5 4 2 1 3 1 2 3			6 7 3 4 2 5 1 8 9 1 1 2		
R_4SGE4pUYfcLu2A5			College/Sor	\$100,000 -	Test Cell	3 4 1 5 2 1 2 3			6 1 8 3 5 7 4 2 9 1 2 1		
R_000uQGO831W4Bjn		Daily	High school	\$35,000 - \$	Test Cell	1 5 2 3 4 1 2 3			8 5 1 2 7 6 4 3 9 1 2 1		
R_6DN4btJS3jUkMJv	would consi	None of the above	High school	Under \$35,	Test Cell	3 4 2 1 5 2 1 3			3 2 1 4 7 6 8 5 9 1 2 1		
R_9Xk44IJBweTLy7j		None of the above	College/Sor	\$50,000 - \$	Test Cell	5 3 1 4 2 1 2 3			6 5 8 3 4 7 2 1 9 1 1 2		
R_0dpM570mfCnPDzn		Daily	College/Sor	\$50,000 - \$	Test Cell	4 5 3 1 2 2 1 3			4 1 8 7 5 3 2 6 9 1 1 2		
R_elcdseiFAHLbN2d		Less than o	College/Sor	\$100,000 -	Test Cell	1 5 2 3 4 2 1 3			5 1 3 7 4 2 8 6 9 1 1 2		
R_eljUf1gkbwbu4yV		Daily	College/Sor	\$35,000 - \$	Test Cell	2 3 5 4 1 1 2 3			4 6 2 7 5 1 8 3 9 1 1 2		
R_4PLi2ow0VzDIRWR	Foursquare	Daily	College/Sor	\$75,000 - \$	Test Cell	4 5 3 2 1 2 1 3			6 4 8 5 7 2 3 1 9 1 1 2		
R_d5y1wYqjfn2eqvb		Once a wee	Graduate S	\$35,000 - \$	Test Cell	1 5 2 4 3 2 1 3			6 4 1 5 2 3 8 7 9 1 2 1		
R_8ddrD4qZ7CdACGh			Graduate S	\$75,000 - \$	Test Cell	5 3 1 4 2 1 2 3			4 2 1 6 3 5 7 8 9 1 2 1		
R_eflC400hyOwNAdn		2-3 times a	Graduate S	\$75,000 - \$	Test Cell	2 3 4 1 5 1 2 3			8 1 7 2 6 3 4 5 9 1 1 2		
R_6m9uahznY15WYKh		Daily	Graduate S	Under \$35,	Test Cell	3 2 1 4 5 2 1 3			4 2 6 7 3 8 5 1 9 1 2 1		
R_bq5TzPR6dJlbP93		Daily	College/Sor	\$35,000 - \$	Test Cell	2 3 5 4 1 1 2 3			5 2 1 6 8 4 7 3 9 1 1 2		
R_3pz0LDAUpfM0OR7		Once a mor	College/Sor	\$35,000 - \$	Test Cell	5 3 2 4 1 1 2 3			2 5 1 8 3 4 7 6 9 1 2 1		

Test Cell

V1	V8	V9	V10	ftouch	id	gc	Q1	Q2	Q3	Q4	Q5	Q6_1	Q6_2
ResponseID	StartDate	EndDate	Finished	ftouch	id	gc	Thank / you	What is you	Which of th	In the next	Please look	We would I	We would I
R_01G2LE19Avet0ih	9/18/2012 18:38	9/18/2012 18:40	1	DPDM5SDC	EFF925VLR	1	Yes	Male	55 - 64		1	1	Facebook
R_2h7a9UKJutbAulX	9/18/2012 18:41	9/18/2012 18:43	1	DPDM5STC	EFF925VLR	1	Yes	Male	45 - 54		1	1	Facebook
R_bPKzS8mB30enKAJ	9/18/2012 18:42	9/18/2012 18:45	1	DPDM5SVY	EFF925VLR	1	Yes	Female	35 - 44		1	1	
R_9M6zLWuSL42WRYP	9/18/2012 18:42	9/18/2012 18:44	1	DPDM5SVN	EFF925VLR	1	Yes	Male	25 - 34		1	1	
R_0qZvLvGeCaTCKQR	9/18/2012 18:41	9/18/2012 18:46	1	DPDM5STB	EFF925VLR	1	Yes	Female	45 - 54		1	1	
R_3PhgFKXh8yit1Y1	9/18/2012 18:45	9/18/2012 18:48	1	DPDM5SXT	EFF925VLR	1	Yes	Female	55 - 64		1	1	
R_4JInPtnot9nBj5r	9/18/2012 18:46	9/18/2012 18:48	1	DPDM5T33	EFF925VLS	1	Yes	Female	25 - 34		1	1	
R_8nRuY3NbXxUS309	9/18/2012 18:45	9/18/2012 18:49	1	DPDM5SXV	EFF925VLR	1	Yes	Male	45 - 54		1	1	Facebook
R_8uMn8InZLSdkUa9	9/18/2012 18:47	9/18/2012 18:50	1	DPDM5T9X	EFF925VLS	1	Yes	Female	55 - 64		1	1	
R_cBziocGL2fQNT5r	9/18/2012 18:49	9/18/2012 18:51	1	DPDM5TBC	EFF925VLS	1	Yes	Female	55 - 64		1	1	
R_1YemKWui6MMHEID	9/18/2012 18:49	9/18/2012 18:52	1	DPDM5TBF	EFF925VLS	1	Yes	Male	35 - 44		1	1	
R_0MyZfC9bkwKd7ox	9/18/2012 18:53	9/18/2012 19:03	1	DPDM5TGz	EFF925VLSI	1	Yes	Female	25 - 34		1	1	
R_0dmFQ0USiRdDM3j	9/18/2012 18:59	9/18/2012 19:03	1	DPDM5TX3	EFF925VLSI	1	Yes	Female	45 - 54		1	1	
R_cOatdmglds5kPGt	9/18/2012 19:00	9/18/2012 19:03	1	DPDM5V8F	EFF925VLSI	1	Yes	Female	55 - 64		1	1	
R_1WXaDukQmXcNCgR	9/18/2012 19:06	9/18/2012 19:07	1	DPDM5VRl	EFF925VLS'	1	Yes	Female	35 - 44		1	1	
R_bk0lei17bOBjX4V	9/18/2012 19:08	9/18/2012 19:11	1	DPDM5VW	EFF925VLS'	1	Yes	Male	45 - 54		1	1	
R_eXRZcdfW1oiWE7z	9/18/2012 19:10	9/18/2012 19:13	1	DPDM5VXJ	EFF925VLS;	1	Yes	Male	45 - 54		1	1	
R_01vRszxOTgRy245	9/18/2012 19:17	9/18/2012 19:19	1	DPDM5W6	EFF925VLT.	1	Yes	Female	35 - 44		1	1	
R_cvdfCMS8cbo840l	9/18/2012 19:19	9/18/2012 19:21	1	DPDM5WZ	EFF925VLTi	1	Yes	Female	65 or older		1	1	
R_3eNaOvLWysdu0Tj	9/18/2012 19:23	9/18/2012 19:27	1	DPDM5Y6C	EFF925VLTi	1	Yes	Female	65 or older		1	1	
R_0V4i565dxcE0CI5	9/18/2012 19:22	9/18/2012 19:27	1	DPDM5XZP	EFF925VLTi	1	Yes	Female	18 - 24		1	1	
R_78PiRmDjL8w9yDj	9/18/2012 19:28	9/18/2012 19:30	1	DPDM5ZGC	EFF925VLTi	1	Yes	Female	65 or older		1	1	
R_0PXNN6v1W8w9pkh	9/18/2012 19:28	9/18/2012 19:30	1	DPDM5ZHE	EFF925VLTi	1	Yes	Male	45 - 54		1	1	Facebook
R_9EIUUsDVyrTBa85	9/18/2012 19:34	9/18/2012 19:36	1	DPDM5ZJ4	EFF925VLTi	1	Yes	Male	55 - 64		1	1	
R_5hGRRdfVagBS8SN	9/18/2012 19:29	9/18/2012 19:39	1	DPDM5ZHL	EFF925VLTi	1	Yes	Female	35 - 44		1	1	
R_2m1TlrsjIFWZ3Rb	9/18/2012 19:32	9/18/2012 19:41	1	DPDM5ZHT	EFF925VLTi	1	Yes	Female	35 - 44		1	1	
R_bvjtnaPuyzD27uB	9/18/2012 19:39	9/18/2012 19:44	1	DPDM5ZJP	EFF925VLTi	1	Yes	Male	25 - 34		1	1	Facebook
R_1YPanAAahCV4mA5	9/18/2012 19:41	9/18/2012 19:45	1	DPDM5ZK3	EFF925VLV	1	Yes	Male	55 - 64		1	1	Facebook
R_enCS3uSfh98jvkF	9/18/2012 19:42	9/18/2012 19:45	1	DPDM5ZK6	EFF925VLV	1	Yes	Female	55 - 64		1	1	
R_b87IVJ8IffgDggZ	9/18/2012 19:43	9/18/2012 19:46	1	DPDM5ZK7	EFF925VLV	1	Yes	Female	65 or older		1	1	
R_cZNYlwiAsz9QEsd	9/18/2012 19:43	9/18/2012 19:47	1	DPDM5ZK9	EFF925VLV	1	Yes	Male	65 or older		1	1	Facebook
R_55wZ8DADHZYlg4l	9/18/2012 19:46	9/18/2012 19:48	1	DPDM5ZKN	EFF925VLV	1	Yes	Male	45 - 54		1	1	
R_eKaAjWf5W6yxRIN	9/18/2012 19:47	9/18/2012 19:50	1	DPDM5ZKS	EFF925VLV	1	Yes	Female	45 - 54		1	1	Facebook
R_8lAuqfyrMQMuAyF	9/18/2012 19:49	9/18/2012 19:54	1	DPDM5ZL2	EFF925VLV	1	Yes	Female	55 - 64		1	1	
R_54oBZPVO87vtAIT	9/18/2012 19:41	9/18/2012 19:53	1	DPDM5ZK3	EFF925VLV	1	Yes	Female	25 - 34		1	1	
R_8iEclJ33PZn3Ceh	9/18/2012 19:53	9/18/2012 19:56	1	DPDM5ZLJF	EFF925VLV	1	Yes	Female	45 - 54		1	1	
R_cHIZb4e4FJPJBxb	9/18/2012 19:56	9/18/2012 19:59	1	DPDM5ZLV	EFF925VLM	1	Yes	Female	55 - 64		1	1	
R_8ohQzf6Gy0v867b	9/18/2012 19:56	9/18/2012 20:01	1	DPDM5ZLT	EFF925VLM	1	Yes	Female	55 - 64		1	1	Facebook
R_bw77G9BtbuggPKI	9/18/2012 20:01	9/18/2012 20:02	1	DPDM5ZM	EFF925VLM	1	Yes	Male	45 - 54		1	1	
R_bOZ0GOkhdfuJqGp	9/18/2012 19:56	9/18/2012 20:03	1	DPDM5ZLV	EFF925VLM	1	Yes	Female	45 - 54		1	1	
R_08SsJPBovk1k7Ot	9/18/2012 20:02	9/18/2012 20:04	1	DPDM5ZM	EFF925VLM	1	Yes	Female	35 - 44		1	1	
R_9WAGNCRdb8PohJH	9/18/2012 20:04	9/18/2012 20:08	1	DPDM5ZQf	EFF925VLM	1	Yes	Male	25 - 34		1	1	
R_1TumjOg5gqPDa6N	9/18/2012 20:11	9/18/2012 20:13	1	DPDM5ZRL	EFF925VLM	1	Yes	Female	25 - 34		1	1	Facebook
R_3RfFajeqcTPwUzf	9/18/2012 20:10	9/18/2012 20:14	1	DPDM5ZRL	EFF925VLM	1	Yes	Male	18 - 24		1	1	
R_0qgoy1DKiBqQ8vz	9/18/2012 20:12	9/18/2012 20:15	1	DPDM5ZRR	EFF925VLM	1	Yes	Male	25 - 34		1	1	

Test Cell

V1	Q6_3	Q6_4	Q6_5	Q6_6	Q6_7	Q6_8	Q6_9	Q6_9_TEXT	Q6_10	Q7	Q11_1	Q11_2	Q11_3	Q11_4
ResponseID	We would I	We would I	We would I	We would I	We would I	We would I	We would I	We would I	We would I	When cons	On which, i	On which, i	On which, i	On which, i
R_01G2LE19Avet0ih										Its the mos	Facebook		Google+	Twitter
R_2h7a9UKJutbAuLX										facebook pi	Facebook			Twitter
R_bPKzS8mB30enKAJ				CNN						seems most appropriate				
R_9M6zLWuSL42WRYp	Google+			CNN						HISTORY a	Facebook		Google+	
R_0qZvLvGeCaTCKQR	Google+				The New York Times					I imagine t	Facebook			
R_3PhgFKXh8yit1Y1										None of the I have neve	Facebook			
R_4JInPtnot9nBj5r					The New York Times					The word T	Facebook	LinkedIn		
R_8nRuY3NbXxUS309										They have t	Facebook		Google+	Twitter
R_8uMn8InZLSdkUa9					The New York Times					knowing Th	Facebook			
R_cBziocGL2fQNT5r					The New York Times					It just soun	Facebook			
R_1YemKWui6MMHEID										None of the it could be for a number of things				
R_0MyZfc9bkwKd7ox					The New York Times					I'm guessin	Facebook	LinkedIn		
R_0dmFQ0USiRdDM3j								Other (plea	Ancestry.com	I really love	Facebook			
R_cOatdmglds5kPGt								Other (plea	I have no idea	Because I have no idea what it reminds me of.				
R_1WXaDukQmXcNCgR	Google+									looks like gr	Facebook			
R_bk0lei17bOBjX4V								Other (plea	history	it showed ir	Facebook			
R_eXRZcdfW1oiWE7z					The New York Times					I have neve	Facebook	LinkedIn		
R_01vRszxOTgRy245										None of the I'm not fam	Facebook			
R_cvdfCMS8cbo840l										None of the its a name t	Facebook			
R_3eNaOvLWysdu0Tj					The New York Times					don't know	Facebook		Google+	
R_0V4i565dxcE0CI5	Google+									Google see	Facebook			
R_78PiRmDjL8w9yDj										None of the don't have any connect	LinkedIn			
R_0PXNN6v1W8w9pkh										My profile t	Facebook	LinkedIn	Google+	Twitter
R_9EIUUsDVyrTBa85										None of the never heard of it			Google+	
R_5hGRRdfVagBS8SN										None of the I have never heard of it.				
R_2m1TlrsjIFWZ3Rb										None of the newspaper:	Facebook		Google+	Twitter
R_bvjtnaPuyzD27uB										facebook h:	Facebook			
R_1YPanAAahCV4mA5										because	Facebook	LinkedIn	Google+	
R_enCS3uSfh98jvkF					The New York Times					The word ti	Facebook		Google+	
R_b87IVJ8IFfgDggZ										None of the I have no other association for it.				
R_cZNYlwiAsz9QESd					The New York Times					Facebook r:	Facebook			
R_55wZ8DADHZYlg4l					The New York Times					the word tir	Facebook			Twitter
R_eKaAjWf5W6yxRIN										Because all	Facebook			Twitter
R_8lAuqfyrMQMuAyF										None of the i think it wa	Facebook			
R_54oBZPVO87vtAIT					The New York Times					time in the name				
R_8iEclJ33PZn3Ceh				CNN	The New York Times					It seemed like a factual and historical webpage that would b				
R_cHIZb4e4FJPJBxb										None of the Because it s	Facebook			
R_8ohQzf6Gy0v867b	Google+			CNN		YouTube				Facebook h	Facebook		Google+	
R_bw77G9BtbuggPKI					The New York Times					online for the times				
R_bOZ0GOkhdfuJqGp										they are a 2	Facebook	LinkedIn	Google+	Twitter
R_08SsJPBovk1k7Ot										None of the Because it c	Facebook		Google+	Twitter
R_9WAGNCRdb8PohJH										None of the Unfamiliar I	Facebook	LinkedIn	Google+	
R_1TumjOg5gqPDa6N				CNN	The New York Times					Facebook -	Facebook			
R_3RfFajeqcTPwUzf										None of the it never ap	Facebook			
R_0qgoy1DKiBqQ8vz				CNN						current eve	Facebook			Twitter

Test Cell

V1	Q11_5	Q11_6	Q12	Q13	Q14	DO-BR-FL_	DO-Q-Q11	DO-Q-Q1	DO-Q-Q6	DO-Q-Q9	DO-Q-Q2
ResponseID	On which, i	On which, i	Approximat	Now, a few	Which of th	Display Ord	Display Orc	if any	of the follo	Display Ord	Display Or
R_01G2LE19Avet0ih			Daily	High school	Under \$35,000	Test Cell	2 1 4 5 3 2 1 3		4 6 7 8 5 3 2 1 9 1 1 2		
R_2h7a9UKJutbAulX			Daily	College/Sor	\$50,000 - \$	Test Cell	2 3 5 1 4 2 1 3		8 1 2 7 5 6 4 3 9 1 1 2		
R_bPKzS8mB30enKAJ		None of the above		Graduate St	\$35,000 - \$	Test Cell	2 4 3 5 1 2 1 3		8 2 1 6 5 4 3 7 9 1 2 1		
R_9M6zLWuSL42WRYP			2-3 times a	High school	Under \$35,000	Test Cell	2 5 3 1 4 1 2 3		3 6 1 7 8 4 5 2 9 1 1 2		
R_0qZvLvGeCaTCKQR			2-3 times a	College/Sor	\$75,000 - \$	Test Cell	1 2 3 4 5 2 1 3		5 8 6 3 7 4 2 1 9 1 2 1		
R_3PhgFKXh8yit1Y1			Once a mor	Graduate St	\$125,000 a	Test Cell	4 3 2 1 5 2 1 3		4 6 5 8 1 2 3 7 9 1 2 1		
R_4JInPtnot9nBj5r			Daily	Graduate St	\$35,000 - \$	Test Cell	5 1 2 4 3 2 1 3		3 8 5 1 7 2 4 6 9 1 1 2		
R_8nRuY3NbXxUS309			Daily	College/Sor	\$35,000 - \$	Test Cell	4 2 1 3 5 1 2 3		4 2 1 7 8 3 6 5 9 1 2 1		
R_8uMn8InZLSdkUa9			Once a wee	Graduate St	\$50,000 - \$	Test Cell	2 3 1 4 5 1 2 3		8 7 6 3 5 1 2 4 9 1 2 1		
R_cBziocGL2fQNT5r			Daily	College/Sor	\$35,000 - \$	Test Cell	1 3 4 5 2 1 2 3		1 5 2 3 8 7 4 6 9 1 2 1		
R_1YemKWui6MMHEID		None of the above		College/Sor	Under \$35,000	Test Cell	2 4 5 3 1 1 2 3		4 5 1 3 2 7 8 6 9 1 2 1		
R_0MyZfc9bkwKd7ox			Daily	Graduate St	\$35,000 - \$	Test Cell	5 1 4 3 2 2 1 3		2 5 4 1 3 7 6 8 9 1 2 1		
R_0dmFQ0USiRdDM3j			Daily	College/Sor	Under \$35,000	Test Cell	2 1 3 5 4 1 2 3		1 5 6 3 2 4 8 7 9 1 1 2		
R_cOatdmgJds5kPGt		None of the above		College/Sor	\$35,000 - \$	Test Cell	2 1 4 3 5 1 2 3		1 2 6 4 8 7 5 3 9 1 2 1		
R_1WXaDukQmXcNCgR			2-3 times a	College/Sor	\$35,000 - \$	Test Cell	1 3 4 5 2 1 2 3		3 1 5 7 4 2 6 8 9 1 1 2		
R_bk0lei17bOBJX4V			2-3 times a	College/Sor	\$35,000 - \$	Test Cell	3 5 4 1 2 1 2 3		1 2 6 7 4 8 3 5 9 1 1 2		
R_eXRZcdfW1oiWE7z	Foursquare		Daily	College/Sor	\$125,000 a	Test Cell	2 3 1 4 5 1 2 3		5 1 7 6 2 3 8 4 9 1 2 1		
R_01vRszxOTgRy245			Daily	College/Sor	Under \$35,000	Test Cell	5 1 3 4 2 2 1 3		8 3 1 7 5 2 4 6 9 1 1 2		
R_cvdfCMS8cbo840I			Once a wee	College/Sor	\$50,000 - \$	Test Cell	5 4 2 3 1 1 2 3		4 6 7 1 5 8 3 2 9 1 2 1		
R_3eNaOvLWysdu0Tj			Daily	College/Sor	\$35,000 - \$	Test Cell	4 3 5 1 2 2 1 3		8 1 6 2 5 4 7 3 9 1 1 2		
R_0V4i565dxcE0CI5			Once a wee	College/Sor	Under \$35,000	Test Cell	2 5 1 3 4 2 1 3		7 5 4 6 8 1 3 2 9 1 2 1		
R_78PiRmDjL8w9yDj				College/Sor	\$125,000 a	Test Cell	3 1 5 4 2 2 1 3		5 2 1 3 4 6 8 7 9 1 2 1		
R_0PXNN6v1W8w9pkh			Daily	Graduate St	Under \$35,000	Test Cell	2 5 4 1 3 1 2 3		2 8 1 5 3 7 4 6 9 1 2 1		
R_9EiUUsDVyrTBa85				High school	\$75,000 - \$	Test Cell	5 3 4 2 1 2 1 3		6 1 2 3 7 5 4 8 9 1 2 1		
R_5hGRRdfVagBS8SN		None of the above		College/Sor	\$75,000 - \$	Test Cell	1 4 3 2 5 1 2 3		7 5 3 8 2 4 1 6 9 1 2 1		
R_2m1TlrsjIFWZ3Rb			Daily	College/Sor	\$75,000 - \$	Test Cell	3 2 5 4 1 2 1 3		3 6 1 7 5 8 2 4 9 1 1 2		
R_bvjtnaPuyzD27uB			2-3 times a	College/Sor	\$50,000 - \$	Test Cell	2 5 3 1 4 1 2 3		4 7 5 8 1 3 2 6 9 1 1 2		
R_1YPanAAahCV4mA5			Daily	College/Sor	\$50,000 - \$	Test Cell	1 4 5 2 3 1 2 3		5 8 3 4 7 1 6 2 9 1 1 2		
R_enCS3uSfh98jvkF			Less than o	Graduate St	\$50,000 - \$	Test Cell	3 5 4 2 1 1 2 3		6 2 3 8 4 1 7 5 9 1 1 2		
R_b87IVJ8IFfgDggZ		None of the above		Graduate St	\$35,000 - \$	Test Cell	2 3 1 4 5 1 2 3		2 3 4 7 6 8 1 5 9 1 1 2		
R_cZNYlwiAsz9QEsd			2-3 times a	College/Sor	\$75,000 - \$	Test Cell	3 2 5 1 4 1 2 3		1 7 5 6 8 3 4 2 9 1 1 2		
R_55wZ8DADHZYlg4I			2-3 times a	High school	Under \$35,000	Test Cell	1 3 4 5 2 2 1 3		1 8 7 4 6 3 2 5 9 1 1 2		
R_eKaAjWf5W6yxRIN			Daily	High school	\$35,000 - \$	Test Cell	5 1 2 3 4 2 1 3		4 7 8 5 3 2 1 6 9 1 1 2		
R_8IAuqfyrMQMuAyF			Once a wee	College/Sor	Under \$35,000	Test Cell	3 2 4 5 1 2 1 3		8 7 1 5 3 2 4 6 9 1 1 2		
R_54oBZPVO87vtAIT		None of the above		College/Sor	\$50,000 - \$	Test Cell	4 1 5 2 3 2 1 3		7 1 5 3 4 8 2 6 9 1 2 1		
R_8iEclJ33PZn3Ceh	e consistent	None of the above		College/Sor	\$35,000 - \$	Test Cell	1 4 5 3 2 2 1 3		8 6 5 1 4 7 2 3 9 1 1 2		
R_cHiZb4e4FJPJBxb			Daily	Graduate St	\$35,000 - \$	Test Cell	4 5 1 3 2 2 1 3		7 4 8 6 1 5 3 2 9 1 2 1		
R_8ohQzf6Gy0v867b			Daily	High school	\$100,000 -	Test Cell	4 1 2 5 3 1 2 3		6 8 2 7 1 4 3 5 9 1 1 2		
R_bw77G9BtbuggPKI		None of the above		High school	\$50,000 - \$	Test Cell	4 1 3 5 2 2 1 3		2 8 1 4 7 6 5 3 9 1 1 2		
R_boZ0GOkhdfuJqGp			Less than o	College/Sor	\$75,000 - \$	Test Cell	4 5 2 1 3 2 1 3		6 5 3 1 8 2 7 4 9 1 2 1		
R_08SsJPBovk1k7Ot			Once a wee	College/Sor	Under \$35,000	Test Cell	2 5 1 4 3 1 2 3		7 5 2 3 6 1 4 8 9 1 2 1		
R_9WAGNCRdb8PohJH			2-3 times a	High school	\$50,000 - \$	Test Cell	1 3 2 4 5 2 1 3		7 1 3 8 6 2 5 4 9 1 1 2		
R_1TumjOg5gqPDa6N			Daily	College/Sor	\$125,000 a	Test Cell	2 1 4 3 5 2 1 3		1 2 6 3 5 7 4 8 9 1 2 1		
R_3RfFajeqcTPwUZf			2-3 times a	High school	\$75,000 - \$	Test Cell	2 3 5 4 1 2 1 3		5 2 4 3 6 7 1 8 9 1 2 1		
R_0qgoy1DKiBgQ8vz			2-3 times a	College/Sor	\$50,000 - \$	Test Cell	4 2 5 3 1 2 1 3		6 8 2 3 7 5 4 1 9 1 2 1		

Test Cell

V1	V8	V9	V10	ftouch	id	gc	Q1	Q2	Q3	Q4	Q5	Q6_1	Q6_2
ResponseID	StartDate	EndDate	Finished	ftouch	id	gc	Thank / you	What is you	Which of th	In the next	Please look	We would I	We would I
R_2oCVnesSs5R8y0d	9/18/2012 20:19	9/18/2012 20:21	1	DPDM5ZZ9	EFF925VLM	1	Yes	Male	45 - 54		1		
R_cOwlPnpFk1ytlQB	9/18/2012 20:21	9/18/2012 20:23	1	DPDM5ZZH	EFF925VLX	1	Yes	Female	35 - 44		1		
R_0wxhUP39QHkEo29	9/18/2012 20:22	9/18/2012 20:27	1	DPDM5ZZM	EFF925VLX	1	Yes	Male	65 or older		1		
R_0vaILRZ8BZU1oTX	9/18/2012 20:24	9/18/2012 20:28	1	DPDM6222	EFF925VLX	1	Yes	Female	55 - 64		1		
R_6nw3vwolCU4Za4d	9/18/2012 20:23	9/18/2012 20:34	1	DPDM5ZZP	EFF925VLX	1	Yes	Female	45 - 54		1		
R_0qjPPAsS2hDChT	9/18/2012 20:32	9/18/2012 20:34	1	DPDM62TK	EFF925VLX	1	Yes	Female	25 - 34		1		1 Facebook
R_57w2vCoM5gaCnJj	9/18/2012 20:34	9/18/2012 20:36	1	DPDM62TX	EFF925VLX	1	Yes	Female	25 - 34		1		1 Facebook
R_2gDXIDbQx30rL13	9/18/2012 20:23	9/18/2012 20:37	1	DPDM5ZZR	EFF925VLX	1	Yes	Female	65 or older		1		1 Facebook LinkedIn
R_9H9tUHBedfAfmXX	9/18/2012 20:35	9/18/2012 20:38	1	DPDM62VH	EFF925VLX	1	Yes	Female	55 - 64		1		
R_eXrgRlnlD5bFRQh	9/18/2012 20:39	9/18/2012 20:43	1	DPDM62W	EFF925VLX	1	Yes	Female	25 - 34		1		
R_3Vrd90Kg0gyU9mJ	9/18/2012 20:41	9/18/2012 20:45	1	DPDM62W	EFF925VLY	1	Yes	Female	35 - 44		1		
R_6fbRxffRvgT6qBD	9/18/2012 20:42	9/18/2012 20:47	1	DPDM62Z3	EFF925VLY	1	Yes	Female	55 - 64		1		
R_87yILXjsFUjxim1	9/18/2012 20:43	9/18/2012 20:48	1	DPDM62ZE	EFF925VLY	1	Yes	Female	25 - 34		1		
R_08tHN0XLR4zZOId	9/18/2012 20:43	9/18/2012 20:49	1	DPDM62Z6	EFF925VLY	1	Yes	Female	55 - 64		1		
R_cDaJMKH6XpW9bVj	9/18/2012 20:50	9/18/2012 20:52	1	DPDM639Y	EFF925VLY	1	Yes	Female	55 - 64		1		
R_7Nx6g1YlqzNX6iV	9/18/2012 20:48	9/18/2012 20:52	1	DPDM632M	EFF925VLY	1	Yes	Male	65 or older		1		
R_6l28bVXqRfHgbpX	9/18/2012 20:55	9/18/2012 20:57	1	DPDM63JL	EFF925VLY	1	Yes	Male	45 - 54		1		
R_5zKI9JLLHbr6Xjv	9/18/2012 20:55	9/18/2012 20:59	1	DPDM63JL	EFF925VLY	1	Yes	Male	55 - 64		1		
R_dilHtWWZxEq3CBL	9/18/2012 20:53	9/18/2012 21:01	1	DPDM63H4	EFF925VLY	1	Yes	Female	45 - 54		1		1 Facebook
R_bgaRmd9Z84zSjkl	9/18/2012 20:58	9/18/2012 21:02	1	DPDM63PE	EFF925VLY	1	Yes	Male	45 - 54		1		1 Facebook
R_aY6YZL8mhAWJsj3	9/18/2012 21:03	9/18/2012 21:04	1	DPDM63QI	EFF925VLZ	1	Yes	Male	35 - 44		1		
R_6zh0NrYZk3UpZtP	9/18/2012 21:00	9/18/2012 21:04	1	DPDM63QI	EFF925VLZ	1	Yes	Female	35 - 44		1		
R_9t6JDnwDqC2pcGh	9/18/2012 21:03	9/18/2012 21:05	1	DPDM63QI	EFF925VLZ	1	Yes	Female	25 - 34		1		
R_8jzQBmaMjr7pAXz	9/18/2012 21:08	9/18/2012 21:09	1	DPDM63QI	EFF925VLZ	1	Yes	Female	45 - 54		1		
R_afK1qq6NmCvDMhL	9/18/2012 20:54	9/18/2012 21:10	1	DPDM63JJ	EFF925VLY	1	Yes	Female	45 - 54		1		1 Facebook
R_6kVbjPHxwhcxeV	9/18/2012 21:17	9/18/2012 21:18	1	DPDM63T5	EFF925VLZ	1	Yes	Male	45 - 54		1		
R_73q0rGMFx8Zoa4I	9/18/2012 21:20	9/18/2012 21:23	1	DPDM63T8	EFF925VLZ	1	Yes	Male	25 - 34		1		
R_6sMRIvg9slqKB5H	9/18/2012 21:21	9/18/2012 21:24	1	DPDM63TR	EFF925VLZ	1	Yes	Male	45 - 54		1		
R_cJgmEKgTGgpbgDr	9/18/2012 21:27	9/18/2012 21:30	1	DPDM63YP	EFF925VLZ	1	Yes	Male	55 - 64		1		
R_1BJmRK6oL5XpB9X	9/18/2012 21:25	9/18/2012 21:32	1	DPDM63VE	EFF925VLZ	1	Yes	Female	65 or older		1		
R_3pxyy90tb55GBs9	9/18/2012 21:29	9/18/2012 21:32	1	DPDM63YY	EFF925VLZ	1	Yes	Female	55 - 64		1		
R_cZTVUKiERbL1VT7	9/18/2012 21:34	9/18/2012 21:36	1	DPDM63ZV	EFF925VM	1	Yes	Male	18 - 24		1		
R_bgvM7NUDn0Zpxkl	9/18/2012 21:34	9/18/2012 21:37	1	DPDM63ZV	EFF925VM	1	Yes	Female	55 - 64		1		
R_77Et04A1cVYrmUI	9/18/2012 21:40	9/18/2012 21:43	1	DPDM642L	EFF925VM	1	Yes	Male	35 - 44		1		1 Facebook
R_aV4aso6P1hFRbCt	9/18/2012 21:41	9/18/2012 21:44	1	DPDM642M	EFF925VM	1	Yes	Female	65 or older		1		1 Facebook
R_9NpbTwM254TO9GI	9/18/2012 21:44	9/18/2012 21:47	1	DPDM6435	EFF925VM	1	Yes	Male	65 or older		1		
R_3Lg3YuLnz38Ksf3	9/18/2012 21:43	9/18/2012 21:47	1	DPDM642V	EFF925VM	1	Yes	Male	65 or older		1		
R_dj3CuzaWoeZDleR	9/18/2012 21:47	9/18/2012 21:51	1	DPDM643F	EFF925VM	1	Yes	Male	65 or older		1		
R_exQtuEWvhoBHYGN	9/18/2012 21:47	9/18/2012 21:51	1	DPDM643F	EFF925VM	1	Yes	Female	35 - 44		1		
R_5vy6JTCGCqtVYkB	9/18/2012 21:50	9/18/2012 21:54	1	DPDM6443	EFF925VM	1	Yes	Male	45 - 54		1		
R_6nSnlB1Zm4eEenr	9/18/2012 21:49	9/18/2012 21:55	1	DPDM643F	EFF925VM	1	Yes	Male	25 - 34		1		1 Facebook
R_ezkWzjl6UszN0sl	9/18/2012 21:57	9/18/2012 21:58	1	DPDM649V	EFF925VM	1	Yes	Male	45 - 54		1		
R_4OfExucd1UABO5D	9/18/2012 21:59	9/18/2012 22:01	1	DPDM64J2	EFF925VM	1	Yes	Male	55 - 64		1		
R_cAsnWrHOaBzzOpT	9/18/2012 22:02	9/18/2012 22:04	1	DPDM64JD	EFF925VM	1	Yes	Female	25 - 34		1		1 Facebook
R_3a7OS6MLJXrqevb	9/18/2012 22:02	9/18/2012 22:05	1	DPDM64JF	EFF925VM	1	Yes	Female	45 - 54		1		

Test Cell

V1	Q6_3	Q6_4	Q6_5	Q6_6	Q6_7	Q6_8	Q6_9	Q6_9_TEXT	Q6_10	Q7	Q11_1	Q11_2	Q11_3	Q11_4	
ResponseID	We would I	We would I	We would I	We would I	We would I	We would I	We would I	We would I	We would I	We would I	When cons	On which, i	On which, i	On which, i	On which, i
R_2oCVnesSs5R8y0d											Time name	Facebook	Google+	Twitter	
R_cOwLpnpFk1ytIQB											na	Facebook	Google+	Twitter	
R_0wxhUP39QHKoEo29											None of the I don't reco	Facebook			
R_0valLRZ8BZU1oTX											None of the Don't recognize it as being something I've seen connected w				
R_6nw3vwolCU4Za4d											The word ti	Facebook			
R_0qjqPPAsS2hDChT											Facebook ju	Facebook	LinkedIn		
R_57w2vCoM5gaCnJj											Because thz	Facebook			
R_2gDXIDbQx30rL13	Google+	Twitter								YouTube					
R_9H9tUHBedfAfmXX															
R_eXrgRInID5bFRQh															
R_3Vrd90Kg0gyU9mJ															
R_6fbRxffRvgT6qBD															
R_87yILXjsFUjxim1															
R_08tHN0XLR4zZOId	Google+														
R_cDaJMKH6XpW9bVj															
R_7Nx6glYIqzNX6iV															
R_6l28bVXqRfHgbpX															
R_5zKI9JLLHbr6Xjv															
R_dilHtWWZxEq3CBL															
R_bgaRmd9Z84zSjKI															
R_aY6YZL8mhAWJsj3															
R_6zh0NrYZk3UpZtP															
R_9t6JDnwDqC2pcGh															
R_8jZQBmaMjr7pAXz	Google+														
R_afK1qq6NmCvDMhL															
R_6kVbjPHxwhcxkeV															
R_73q0rGMFx8Zoa4I															
R_6sMRlvg9slqKB5H															
R_cJgmEKgTGgpbgDr															
R_1BJmRK6oL5XpB9X															
R_3pxyy90tb55GBs9	Google+														
R_cZTVUKIERbL1VT7															
R_bgvM7NUDn0ZpxKI															
R_77Et04AicvYrmUI															
R_aV4aso6P1hFRbCt															
R_9NpbTwM254TO9GI															
R_3Lg3Yulnz38Ksf3															
R_dj3CuzaWoeZDleR															
R_exQtuEWvhoBHYGN															
R_5vy6JTCGCqtvYKB															
R_6nSnIB1Zm4eEenr															
R_ezkwzjl6UszN0sl	Google+														
R_4OfExucd1UABO5D															
R_cAsnWrHOaBzzOpT															
R_3a7OS6MLJXrqevb															

Test Cell

V1	Q11_5	Q11_6	Q12	Q13	Q14	DO-BR-FL_	DO-Q-Q11	DO-Q-Q1	DO-Q-Q6	DO-Q-Q9	DO-Q-Q2
ResponseID	On which, i	On which, i	Approximat	Now, a few	Which of th	Display Ord	Display Orc	if any	of the follo	Display Ord	Display Or
R_2oCVnesSs5R8y0d			2-3 times a	College/Sor	\$35,000 - \$	Test Cell	3 4 2 5 1	2 1 3	5 8 2 7 6 1	1 4 3 9 1	1 1 2
R_cOwlPnpFk1ytlQB	Foursquare		Daily	College/Sor	\$50,000 - \$	Test Cell	1 5 2 3 4	1 2 3	4 7 8 2 3 1	1 6 5 9 1	1 1 2
R_0wxhUP39QHKoEo29			Less than o	College/Sor	\$75,000 - \$	Test Cell	4 2 1 5 3	1 2 3	8 6 4 7 3 1	1 5 2 9 1	1 2 1
R_0valRZ8BZU1oTX	/ another w	None of the	above	Graduate S	\$35,000 - \$	Test Cell	2 3 5 1 4	1 2 3	8 4 6 3 1 5	2 7 9 1	1 1 2
R_6nw3vwolCU4Za4d			2-3 times a	College/Sor	\$35,000 - \$	Test Cell	1 4 5 3 2	1 2 3	1 6 3 7 2 8	5 4 9 1	1 1 2
R_0qjPPAsS2hDChT			Once a wee	Graduate S	\$35,000 - \$	Test Cell	4 2 1 3 5	1 2 3	4 2 5 8 3 1	1 6 7 9 1	1 2 1
R_57w2vCoM5gaCnJj			Daily	College/Sor	Under \$35,	Test Cell	2 4 5 1 3	1 2 3	5 4 1 8 7 3	2 6 9 1	1 1 2
R_2gDXIDbQx30rL13				Graduate S	\$75,000 - \$	Test Cell	1 5 3 2 4	2 1 3	1 7 8 2 4 3	6 5 9 1	1 1 2
R_9H9tUHBedfAfmXX				College/Sor	\$50,000 - \$	Test Cell	4 5 1 2 3	1 2 3	7 1 6 3 5 2	8 4 9 1	1 2 1
R_eXrgRInID5bFRQh				College/Sor	\$50,000 - \$	Test Cell	5 4 3 1 2	1 2 3	8 4 7 3 2 1	1 6 5 9 1	1 1 2
R_3Vrd90Kg0gyU9mJ			2-3 times a	College/Sor	\$50,000 - \$	Test Cell	5 2 3 1 4	1 2 3	6 5 7 3 1 8	4 2 9 1	1 1 2
R_6fbRxffRvgT6qBD			Daily	Graduate S	\$125,000 a	Test Cell	4 1 3 5 2	2 1 3	7 4 8 5 1 3	2 6 9 1	1 1 2
R_87yILXjsFUjxim1			2-3 times a	College/Sor	Under \$35,	Test Cell	5 4 2 1 3	2 1 3	7 2 8 3 4 1	1 5 6 9 1	1 2 1
R_08tHN0XLR4ZZOId				Graduate S	\$75,000 - \$	Test Cell	2 4 3 1 5	1 2 3	6 7 5 8 3 2	1 1 4 9 1	1 2 1
R_cDaJMKH6XpW9bVj		None of the	above	Graduate S	\$125,000 a	Test Cell	2 5 3 4 1	1 2 3	6 5 2 1 8 3	7 4 9 1	1 1 2
R_7Nx6glYlqzNX6iV		None of the	above	College/Sor	\$100,000 -	Test Cell	1 5 4 2 3	2 1 3	7 1 5 6 3 4	2 8 9 1	1 2 1
R_6l28bVXqRfHgbpX				College/Sor	\$125,000 a	Test Cell	1 5 3 4 2	2 1 3	6 8 1 5 4 2	1 7 3 9 1	1 1 2
R_5zKI9JLLHbr6Xjv			Once a wee	High school	\$35,000 - \$	Test Cell	3 2 4 1 5	1 2 3	7 6 5 4 2 1	1 8 3 9 1	1 2 1
R_diiHtWWZxEq3CBL			2-3 times a	High school	\$50,000 - \$	Test Cell	5 3 1 2 4	2 1 3	5 8 3 1 4 6	2 7 9 1	1 1 2
R_bgaRmd9Z84zSjKl			Daily	High school	Under \$35,	Test Cell	1 3 4 2 5	1 2 3	8 1 6 4 2 5	3 7 9 1	1 2 1
R_aY6YZL8mhAWJs3			Daily	College/Sor	\$100,000 -	Test Cell	4 3 2 5 1	1 2 3	3 7 1 6 8 5	2 4 9 1	1 2 1
R_6zh0NrYzK3UpZtP	i also do no	None of the	above	College/Sor	\$35,000 - \$	Test Cell	1 2 4 5 3	2 1 3	5 2 3 1 8 4	7 6 9 1	1 2 1
R_9t6JDnwDqC2pcGh			Daily	Graduate S	\$50,000 - \$	Test Cell	4 1 2 3 5	2 1 3	4 5 7 2 6 1	3 8 9 1	1 1 2
R_8jZQBmaMjr7pAXz				College/Sor	\$125,000 a	Test Cell	5 2 1 4 3	1 2 3	3 2 7 5 1 4	6 8 9 1	1 1 2
R_afK1qq6NmCvDMhL			2-3 times a	College/Sor	\$35,000 - \$	Test Cell	2 5 4 3 1	2 1 3	3 1 6 4 7 2	8 5 9 1	1 1 2
R_6kVbjPHxwhcKeV			2-3 times a	Graduate S	\$100,000 -	Test Cell	4 3 5 1 2	2 1 3	1 5 4 3 2 8	6 7 9 1	1 1 2
R_73q0rGMFx8Zoa4l			Once a wee	Graduate S	\$50,000 - \$	Test Cell	5 4 2 1 3	2 1 3	4 7 2 1 6 8	5 3 9 1	1 2 1
R_6sMRIvg9slqKB5H	Foursquare		Daily	High school	\$50,000 - \$	Test Cell	5 3 1 4 2	1 2 3	5 6 1 7 3 8	2 4 9 1	1 1 2
R_cJgmEKgTGgpbGDr			2-3 times a	Graduate S	\$125,000 a	Test Cell	3 1 4 2 5	1 2 3	7 8 1 6 4 2	5 3 9 1	1 2 1
R_1BJmRK6oL5XpB9X			2-3 times a	High school	\$35,000 - \$	Test Cell	4 1 3 2 5	1 2 3	2 5 4 3 6 8	7 1 9 1	1 2 1
R_3pxyy90tb55GBs9				Graduate S	\$50,000 - \$	Test Cell	1 3 2 5 4	2 1 3	2 5 6 8 7 4	3 1 9 1	1 2 1
R_cZTVUKiERBL1VT7		None of the	above	College/Sor	\$75,000 - \$	Test Cell	3 2 1 5 4	2 1 3	1 7 3 6 8 2	5 4 9 1	1 2 1
R_bgvM7NUDn0ZpxKl		None of the	above	College/Sor	\$50,000 - \$	Test Cell	3 5 2 1 4	1 2 3	4 3 2 5 8 7	1 1 6 9 1	1 2 1
R_77Et04AIcVYrmUI			Daily	High school	\$50,000 - \$	Test Cell	3 1 4 2 5	1 2 3	5 2 3 8 7 6	4 1 9 1	1 2 1
R_aV4aso6P1hFRbCt		None of the	above	High school	Under \$35,	Test Cell	5 2 3 1 4	1 2 3	6 3 8 5 4 1	1 2 7 9 1	1 2 1
R_9NpbTwM254TO9GI			Once a wee	College/Sor	\$75,000 - \$	Test Cell	5 3 4 2 1	1 2 3	3 4 7 1 2 8	6 5 9 1	1 2 1
R_3Lg3YuLnz38Ksf3		None of the	above	College/Sor	\$50,000 - \$	Test Cell	1 5 3 4 2	2 1 3	2 3 7 1 5 6	8 4 9 1	1 2 1
R_dj3CuzaWoeZDleR				College/Sor	\$35,000 - \$	Test Cell	3 5 2 4 1	1 2 3	6 3 5 8 4 2	7 1 9 1	1 1 2
R_exQtuEWvhoBHYGN			Daily	High school	Under \$35,	Test Cell	2 4 1 3 5	1 2 3	3 4 5 7 8 1	2 6 9 1	1 1 2
R_5vy6JTCGCqtVYKB				College/Sor	\$125,000 a	Test Cell	2 4 5 1 3	2 1 3	4 3 6 1 2 5	7 8 9 1	1 1 2
R_6nSnIB1Zm4eEenr			Daily	College/Sor	\$35,000 - \$	Test Cell	2 4 3 1 5	1 2 3	8 5 6 3 2 1	1 7 4 9 1	1 2 1
R_ezkwzjI6UszN0sl		None of the	above	Graduate S	\$35,000 - \$	Test Cell	3 1 2 4 5	2 1 3	8 3 4 6 2 7	1 1 5 9 1	1 2 1
R_4OfExucd1UABO5D			Once a mor	College/Sor	\$75,000 - \$	Test Cell	1 3 5 2 4	2 1 3	6 4 3 8 7 2	1 1 5 9 1	1 1 2
R_cAsnWrHOaBzzOpT				Graduate S	\$35,000 - \$	Test Cell	4 3 1 5 2	1 2 3	5 2 8 6 1 3	4 7 9 1	1 1 2
R_3a7OS6MLJXrqevb		None of the	above	College/Sor	\$125,000 a	Test Cell	2 4 1 5 3	1 2 3	1 6 2 5 3 4	8 7 9 1	1 2 1

Test Cell

V1	V8	V9	V10	ftouch	id	gc	Q1	Q2	Q3	Q4	Q5	Q6_1	Q6_2
ResponseID	StartDate	EndDate	Finished	ftouch	id	gc	Thank / you	What is you	Which of th	In the next	Please look	We would I	We would I
R_3gGzIDBvvdKbcgZ	9/18/2012 22:06	9/18/2012 22:08	1	DPDM64RF	EFF925VM:	1	Yes	Female	45 - 54		1	1	
R_cGXa2RLd80oFN6l	9/18/2012 22:04	9/18/2012 22:09	1	DPDM64N7	EFF925VM:	1	Yes	Male	65 or older		1	1	
R_0ohoWtldJa9simV	9/18/2012 22:08	9/18/2012 22:14	1	DPDM64RS	EFF925VM:	1	Yes	Female	35 - 44		1	1	
R_ekEwjvhOuj6qBjD	9/18/2012 22:16	9/18/2012 22:19	1	DPDM654F	EFF925VM:	1	Yes	Female	65 or older		1	1	
R_3ehl53hgUMmOfsN	9/18/2012 22:21	9/18/2012 22:24	1	DPDM65DE	EFF925VM:	1	Yes	Female	25 - 34		1	1	Facebook
R_ef1xQbzYpkDZFcN	9/18/2012 22:19	9/18/2012 22:26	1	DPDM654Z	EFF925VM:	1	Yes	Female	65 or older		1	1	
R_esM48OzunogjzKJ	9/18/2012 22:24	9/18/2012 22:27	1	DPDM65D1	EFF925VM:	1	Yes	Male	65 or older		1	1	
R_2oCiaUppdBds01n	9/18/2012 22:25	9/18/2012 22:28	1	DPDM65D1	EFF925VM:	1	Yes	Female	45 - 54		1	1	
R_6XsaCIT1N4frm5v	9/18/2012 22:28	9/18/2012 22:30	1	DPDM65Dz	EFF925VM:	1	Yes	Male	35 - 44		1	1	
R_e511AQ2Utb6ATxb	9/18/2012 22:30	9/18/2012 22:31	1	DPDM65F8	EFF925VM:	1	Yes	Female	65 or older		1	1	
R_1YNpzKU93KrVd1H	9/18/2012 22:33	9/18/2012 22:35	1	DPDM65XL	EFF925VM:	1	Yes	Male	55 - 64		1	1	
R_1ADzprt6NBMaBlb	9/18/2012 22:37	9/18/2012 22:38	1	DPDM65Y3	EFF925VM:	1	Yes	Male	35 - 44		1	1	
R_7ZZR6NbTO33Neex	9/18/2012 22:44	9/18/2012 22:51	1	DPDM65YR	EFF925VM:	1	Yes	Male	35 - 44		1	1	
R_bNkbsWqaWIVesaF	9/18/2012 22:48	9/18/2012 22:52	1	DPDM65Z2	EFF925VM:	1	Yes	Male	25 - 34		1	1	
R_8uhP4x5KbuAK5h3	9/18/2012 22:55	9/18/2012 22:57	1	DPDM664M	EFF925VM:	1	Yes	Female	55 - 64		1	1	
R_bybKLxgzrffMLTdr	9/18/2012 23:01	9/18/2012 23:02	1	DPDM6657	EFF925VM:	1	Yes	Female	25 - 34		1	1	
R_6X30Lottj3hohHD	9/18/2012 23:02	9/18/2012 23:04	1	DPDM665C	EFF925VM:	1	Yes	Male	35 - 44		1	1	
R_9LxPG99LzsefrTv	9/18/2012 22:58	9/18/2012 23:04	1	DPDM664Z	EFF925VM:	1	Yes	Female	65 or older		1	1	
R_0Ahm1yXOt425Ted	9/18/2012 23:10	9/18/2012 23:13	1	DPDM665Z	EFF925VM:	1	Yes	Male	25 - 34		1	1	Facebook
R_4PAMfOlQ2psEk3r	9/18/2012 23:10	9/18/2012 23:14	1	DPDM6662	EFF925VM:	1	Yes	Female	55 - 64		1	1	
R_cSIH3jJfZDmK7X	9/18/2012 23:06	9/18/2012 23:17	1	DPDM665C	EFF925VM:	1	Yes	Female	18 - 24		1	1	
R_1KRC1Geayal9qAJ	9/18/2012 23:16	9/18/2012 23:18	1	DPDM666Z	EFF925VM:	1	Yes	Male	45 - 54		1	1	
R_1H6E6alX2tAsZyl	9/18/2012 23:14	9/18/2012 23:19	1	DPDM6669	EFF925VM:	1	Yes	Male	55 - 64		1	1	
R_293EiDKdofLDjut	9/18/2012 23:17	9/18/2012 23:20	1	DPDM6675	EFF925VM:	1	Yes	Male	45 - 54		1	1	Facebook
R_dpsdd6dqVqOEdkp	9/18/2012 23:19	9/18/2012 23:24	1	DPDM6678	EFF925VM:	1	Yes	Female	35 - 44		1	1	
R_6JOdVNOPczEt25f	9/18/2012 23:19	9/18/2012 23:25	1	DPDM6678	EFF925VM:	1	Yes	Male	65 or older		1	1	
R_clOHMqrIMLTD3IF	9/18/2012 23:22	9/18/2012 23:25	1	DPDM667J	EFF925VM:	1	Yes	Male	25 - 34		1	1	
R_eFmjBl05t9laD5z	9/18/2012 23:21	9/18/2012 23:28	1	DPDM667F	EFF925VM:	1	Yes	Male	65 or older		1	1	
R_eQhzEgja9IYSQXr	9/18/2012 23:28	9/18/2012 23:32	1	DPDM668M	EFF925VM:	1	Yes	Female	65 or older		1	1	
R_00nTryjVmiDNubP	9/18/2012 23:32	9/18/2012 23:33	1	DPDM669C	EFF925VM:	1	Yes	Male	45 - 54		1	1	
R_8cbqmDzz6NWjQ5n	9/18/2012 23:33	9/18/2012 23:36	1	DPDM669L	EFF925VM:	1	Yes	Female	45 - 54		1	1	
R_3fwLzjCAOzjhQqx	9/18/2012 23:35	9/18/2012 23:41	1	DPDM669M	EFF925VM:	1	Yes	Male	25 - 34		1	1	
R_3qGVLYQjhxTpEO1	9/18/2012 23:38	9/18/2012 23:41	1	DPDM669V	EFF925VM:	1	Yes	Female	25 - 34		1	1	Facebook
R_bNum8sBICb0f45n	9/18/2012 23:52	9/18/2012 23:54	1	DPDM66BF	EFF925VM:	1	Yes	Male	55 - 64		1	1	Facebook
R_3yEO0yxJnY4sR4p	9/18/2012 20:39	9/18/2012 23:56	1	DPDM62W	EFF925VLY:	1	Yes	Female	18 - 24		1	1	
R_6VC9fPQ62HqjoPz	9/19/2012 0:05	9/19/2012 0:07	1	DPDM66M	EFF925VM:	1	Yes	Male	35 - 44		1	1	
R_5mXyRSI3BylXjq5	9/19/2012 0:09	9/19/2012 0:13	1	DPDM679X	EFF925VM:	1	Yes	Female	65 or older		1	1	
R_1CfD4Oic1xLrIXL	9/19/2012 0:16	9/19/2012 0:20	1	DPDM67B5	EFF925VM:	1	Yes	Male	25 - 34		1	1	
R_6fg35lq6W5APTTrn	9/19/2012 0:22	9/19/2012 0:25	1	DPDM67H8	EFF925VM:	1	Yes	Female	55 - 64		1	1	
R_56FAI16X9ra6FmZ	9/19/2012 0:38	9/19/2012 0:42	1	DPDM67RC	EFF925VM:	1	Yes	Male	65 or older		1	1	
R_3az0uY00gV46tYp	9/19/2012 0:44	9/19/2012 0:45	1	DPDM67RK	EFF925VM:	1	Yes	Male	55 - 64		1	1	
R_9GkaBkKbXJVEVQp	9/19/2012 9:21	9/19/2012 9:28	1	DPDM65D)	EFF925VM:	1	Yes	Male	45 - 54		1	1	
R_9nLLt5DISdHjYYI	9/19/2012 9:27	9/19/2012 9:29	1	DPDM74VZ	EFF925VM:	1	Yes	Female	25 - 34		1	1	Facebook
R_eyBIFm9y9ETVijX	9/19/2012 9:26	9/19/2012 9:29	1	DPDM74W	EFF925VM:	1	Yes	Male	35 - 44		1	1	
R_7UtraU8NpxtSwjH	9/19/2012 9:28	9/19/2012 9:30	1	DPDM74YV	EFF925VM:	1	Yes	Male	35 - 44		1	1	

Test Cell

V1	Q6_3	Q6_4	Q6_5	Q6_6	Q6_7	Q6_8	Q6_9	Q6_9_TEXT	Q6_10	Q7	Q11_1	Q11_2	Q11_3	Q11_4	
ResponseID	We would I	We would I	We would I	We would I	We would I	We would I	We would I	We would I	We would I	We would I	When cons	On which, i	On which, i	On which, i	On which, i
R_3gGzIDBvvdKbcgZ				CNN							news event	Facebook			
R_cGXa2RLd80oFN6l										None of the I	did not see a name on the list that I associate with the nam				
R_0ohoWtlJa9simV				CNN						Historical facts / Reality / Informative / News					
R_ekEwjvhOuj6qBJD								Other (plea History channel		All subjects	Facebook				
R_3ehl53hgUMmOfsN										Facebook n	Facebook				
R_eF1xQbzYpkDZFcN				CNN						On CNN	yo Facebook				
R_esM48OzunogjzKJ									None of the	Just did not	Facebook	LinkedIn		Twitter	
R_2oCiaUppdBDS01n					The New York Times					time is in th	Facebook				
R_6XsaCIT1N4frm5v										None of the no	webpage showed up				
R_e5l1AQ2Utb6ATxb					The New York Times					sounds like a newspaper					
R_1YNpzKU93KrVd1H										None of the none	come to mind				
R_1ADzpt6NBMaBlb										None of the I'm	not fam	Facebook	LinkedIn	Twitter	
R_7ZZR6NbTO33Neex										None of the it	doesn't se	Facebook			
R_bNkbsWqaWIVesaF										None of the It	seems lik	Facebook	LinkedIn	Google+	Twitter
R_8uhP4x5KbuAK5h3								Other (plea History Channel		Website seems to give information on various events in hist					
R_bybKLxgzrfMLTdr										None of the I	have never seen Timel	LinkedIn			
R_6X30Lottj3hohHD				CNN						World /		LinkedIn			
R_9LxPG99LzsefrTv										None of the I	do not ren	Facebook			
R_0AhM1yXOT425Ted										Facebook h	Facebook		Google+	Twitter	
R_4PAMfolQ2psEK3r					The New York Times					It didnt loo	Facebook				
R_cSIH3jJfZDmK7X				CNN	The New York Times					Because it r	Facebook			Twitter	
R_1KRC1Geayal9qAJ										None of the Nothing	cor	Facebook	LinkedIn		
R_1H6E6alX2tAsZyl										None of the First, I	don't tweet, link, or	Facebook, so I don't know if tim			
R_293EiDKdofLDjut										I think that'	Facebook				
R_dpsdd6dqVqOEdkp										None of the none	of the above				
R_6JOdVNOPczEt25f										None of the Education /	Facebook	LinkedIn	Google+		
R_clOHMqrIMLTd3IF					The New York Times					timelines from new york times /		Google+		Twitter	
R_eFmjBl05t9laD5z										None of the title and content	coused me to disassociate it with any of the				
R_eQhzEgjA9IYSQXr										None of the this is a dur	Facebook				
R_00nTryjVmiDNuBP					The New York Times					the name				Twitter	
R_8cbqmDzz6NWjQ5n										None of the No particul	Facebook			Twitter	
R_3fwLzjCAOzjhQqx				CNN	The New York Times					timelines and new york times each share the word time / cn					
R_3qGVLYQjhxTpEO1					The New York Times					I associate i	Facebook				
R_bNum8sBICb0f45n										because fac	Facebook	LinkedIn	Google+		
R_3yEO0yxJnY4sR4p										None of the Have no idea	what it is associated with				
R_6VC9fPQ62HqjoPz					The New York Times					Did not loo	Facebook				
R_5mXyRSI3BylXjq5				CNN	The New York Times					The materiz	Facebook				
R_1CfD4Oic1xLrIXL										None of the I've never	h	Facebook	LinkedIn		
R_6fg35lq6W5APTn										None of the the websites I	know did	LinkedIn			
R_56FAI16X9ra6FmZ										None of the does not	remind me of any of them				
R_3az0uY00gV46tYp										None of the Not familiar	Facebook	LinkedIn			
R_9GkaBkKBxJVEVQp					The New York Times					has the wor	Facebook				
R_9nLLt5DISdHjYYI										Facebook c	Facebook	LinkedIn			
R_eyBIFm9y9ETVijX							YouTube			none	Facebook				
R_7UtraU8NpxtSwjH	Google+									google is a \	Facebook				

Test Cell

V1	Q11_5	Q11_6	Q12	Q13	Q14	DO-BR-FL_	DO-Q-Q11	DO-Q-Q1	DO-Q-Q6	DO-Q-Q9	DO-Q-Q2
ResponseID	On which, i	On which, i	Approximat	Now, a few	Which of th	Display Ord	Display Orc	if any	of the follo	Display Ord	Display Or
R_3gGzIDBvvdKbcgZ			Once a wee	College/Sor	\$35,000 - \$	Test Cell	2 1 5 3 4	1 2 3	4 5 8 1 3	7 2 6 9 1	2 1
R_cGXa2RLd80oFN6l	e of the wet	None of the above	Graduate St	Under \$35,	Test Cell	4 3 5 1 2	1 2 3	2 1 7 8 4	3 6 5 9 1	1 1 2	
R_0ohoWtldJa9simV		None of the above	College/Sor	\$35,000 - \$	Test Cell	2 4 5 1 3	1 2 3	1 2 7 8 6	4 5 3 9 1	2 1	
R_ekEwjvhOuj6qBjD		Daily	Graduate St	\$50,000 - \$	Test Cell	3 5 1 4 2	1 2 3	8 3 6 7 4	1 2 5 9 1	1 1 2	
R_3ehl53hgUMmOfsN		Less than o	Graduate St	\$50,000 - \$	Test Cell	2 3 1 5 4	1 2 3	8 7 5 1 3	2 4 6 9 1	2 1	
R_eF1xQbzYpkDZFcN		Daily	College/Sor	\$50,000 - \$	Test Cell	3 4 2 1 5	2 1 3	1 8 4 5 2	7 3 6 9 1	2 1	
R_esM48OzunogjzKJ		Daily	Graduate St	\$75,000 - \$	Test Cell	2 1 4 3 5	2 1 3	7 3 2 4 8	1 5 6 9 1	2 1	
R_2oCiaUppdBDs01n		Once a wee	College/Sor	\$50,000 - \$	Test Cell	3 2 5 1 4	2 1 3	6 7 1 3 5	4 8 2 9 1	2 1	
R_6XsaCIT1N4frm5v		None of the above	College/Sor	\$50,000 - \$	Test Cell	3 1 4 2 5	2 1 3	4 1 5 3 7	8 2 6 9 1	1 1 2	
R_e51AQ2Utb6ATxb		None of the above	College/Sor	\$35,000 - \$	Test Cell	5 3 1 4 2	1 2 3	4 2 1 7 8	3 6 5 9 1	2 1	
R_1YNpzKU93KrVd1H		None of the above	High school	Under \$35,	Test Cell	4 1 2 3 5	2 1 3	5 8 6 4 3	1 2 7 9 1	2 1	
R_1ADzprt6NBMaBlb		2-3 times a	Graduate St	\$100,000 -	Test Cell	2 5 3 4 1	2 1 3	6 3 1 4 8	5 7 2 9 1	2 1	
R_7ZZR6NbTO33Neex		2-3 times a	College/Sor	Under \$35,	Test Cell	3 1 5 2 4	1 2 3	3 7 4 6 8	1 2 5 9 1	2 1	
R_bNkbsWqaWIVesaF	Foursquare	Daily	College/Sor	Under \$35,	Test Cell	4 1 2 5 3	1 2 3	8 6 2 3 4	1 7 5 9 1	2 1	
R_8uhP4x5KbuAK5h3	ory, based c	None of the above	College/Sor	\$75,000 - \$	Test Cell	4 3 1 5 2	1 2 3	8 5 6 7 2	1 3 4 9 1	1 1 2	
R_bybKLxgzrffMLTdr			College/Sor	\$100,000 -	Test Cell	2 1 3 5 4	1 2 3	5 8 1 3 6	2 4 7 9 1	2 1	
R_6X30Lottj3hohHD			College/Sor	\$75,000 - \$	Test Cell	3 5 1 4 2	1 2 3	2 4 8 3 5	6 1 7 9 1	1 1 2	
R_9LxPG99LzsefrTv		2-3 times a	College/Sor	\$35,000 - \$	Test Cell	4 2 1 5 3	1 2 3	6 4 8 7 2	1 3 5 9 1	1 1 2	
R_0AhM1yXOT425Ted	Foursquare	2-3 times a	College/Sor	\$50,000 - \$	Test Cell	2 4 3 5 1	2 1 3	4 8 5 2 1	7 3 6 9 1	2 1	
R_4PAMfolQ2psEk3r		Daily	High school	\$35,000 - \$	Test Cell	3 1 5 4 2	1 2 3	7 8 4 2 6	5 1 3 9 1	1 1 2	
R_cSIH3jJfZDmK7X	Foursquare	Daily	College/Sor	\$35,000 - \$	Test Cell	1 3 5 4 2	2 1 3	6 5 2 7 3	1 8 4 9 1	1 1 2	
R_1KRC1Geayal9qAJ		Daily	College/Sor	\$75,000 - \$	Test Cell	3 5 4 2 1	1 2 3	1 6 5 8 7	2 4 3 9 1	1 1 2	
R_1H6E6alX2tAsZyl	lines compa	None of the above	College/Sor	Under \$35,	Test Cell	2 3 4 5 1	1 2 3	4 8 2 5 6	3 7 1 9 1	1 1 2	
R_293EiDKdofLDjut		Once a wee	College/Sor	\$125,000 a	Test Cell	4 2 1 5 3	2 1 3	4 1 8 7 3	5 6 2 9 1	2 1	
R_dpsdd6dqVqOEdkp		None of the above	College/Sor	Under \$35,	Test Cell	3 4 2 1 5	2 1 3	2 3 5 1 6	7 8 4 9 1	2 1	
R_6JOdVNOPczEt25f		Daily	Graduate St	\$35,000 - \$	Test Cell	1 3 2 5 4	1 2 3	8 5 1 6 7	2 3 4 9 1	2 1	
R_clOHMqrIMLTD3IF			Graduate St	\$50,000 - \$	Test Cell	3 5 2 4 1	2 1 3	5 7 6 1 2	3 8 4 9 1	2 1	
R_eFmjBl05t9laD5z	choices. I ε	None of the above	Graduate St	\$50,000 - \$	Test Cell	5 3 4 2 1	2 1 3	1 4 3 2 7	8 5 6 9 1	1 1 2	
R_eQhzEgja9IYSQXr		2-3 times a	High school	\$35,000 - \$	Test Cell	1 2 4 5 3	2 1 3	6 7 4 3 5	2 1 8 9 1	1 1 2	
R_00nTryjVmiDNubP			Graduate St	\$125,000 a	Test Cell	2 3 5 4 1	1 2 3	6 3 1 2 8	5 4 7 9 1	1 1 2	
R_8cbqmDzz6NWjQ5n		Daily	College/Sor	\$50,000 - \$	Test Cell	4 5 3 1 2	2 1 3	5 3 4 6 2	1 8 7 9 1	1 1 2	
R_3fwLzjCAOZjhQqx	n and timeli	None of the above	College/Sor	\$50,000 - \$	Test Cell	1 5 2 3 4	1 2 3	7 1 4 6 2	3 8 5 9 1	2 1	
R_3qGVLYQjhxTpEO1		Daily	College/Sor	\$35,000 - \$	Test Cell	5 1 3 4 2	2 1 3	7 4 6 2 3	5 1 8 9 1	2 1	
R_bNum8sBICb0f45n		Daily	College/Sor	\$50,000 - \$	Test Cell	3 2 5 1 4	1 2 3	4 3 5 1 8	2 6 7 9 1	1 1 2	
R_3yEO0yxJnY4sR4p		None of the above	College/Sor	\$35,000 - \$	Test Cell	4 2 3 5 1	1 2 3	1 2 6 8 4	7 3 5 9 1	2 1	
R_6VC9fPQ62HqjoPz		Daily	College/Sor	\$35,000 - \$	Test Cell	1 5 2 4 3	1 2 3	4 3 2 7 1	5 6 8 9 1	2 1	
R_5mXyRSI3BylXjq5		Less than o	Graduate St	\$100,000 -	Test Cell	3 1 2 5 4	1 2 3	6 2 8 1 7	5 4 3 9 1	1 1 2	
R_1CfD4Oic1xLrLXL		Once a mor	College/Sor	\$75,000 - \$	Test Cell	1 5 2 4 3	2 1 3	1 8 2 4 3	6 7 5 9 1	1 1 2	
R_6fg35lq6W5APTTrn			College/Sor	\$50,000 - \$	Test Cell	1 5 4 2 3	1 2 3	1 4 2 8 7	6 5 3 9 1	1 1 2	
R_56FAI16X9ra6FmZ		None of the above	Graduate St	\$35,000 - \$	Test Cell	1 2 3 4 5	1 2 3	3 6 2 5 8	7 4 1 9 1	1 1 2	
R_3az0uY00gV46tYp	Foursquare	Once a wee	College/Sor	\$50,000 - \$	Test Cell	2 5 1 3 4	1 2 3	5 1 4 3 6	7 8 2 9 1	2 1	
R_9GkaBkKbXJVEVQp		Less than o	High school	\$50,000 - \$	Test Cell	5 1 3 2 4	2 1 3	4 1 3 8 5	7 2 6 9 1	1 1 2	
R_9nLLt5DISdHjYYI		Daily	College/Sor	\$75,000 - \$	Test Cell	3 2 1 4 5	1 2 3	6 1 3 7 8	4 5 2 9 1	2 1	
R_eyBIFm9y9ETVijX		Daily	Graduate St	\$35,000 - \$	Test Cell	3 5 4 2 1	1 2 3	8 6 5 1 3	2 7 4 9 1	2 1	
R_7UtraU8NpxtSwjH		Daily	College/Sor	\$50,000 - \$	Test Cell	4 2 3 5 1	1 2 3	5 4 8 2 7	3 1 6 9 1	2 1	

Test Cell

V1	V8	V9	V10	ftouch	id	gc	Q1	Q2	Q3	Q4	Q5	Q6_1	Q6_2
ResponseID	StartDate	EndDate	Finished	ftouch	id	gc	Thank / you	What is you	Which of th	In the next	Please look	We would I	We would I
R_emxKfLLIoSizLNz	9/19/2012 9:32	9/19/2012 9:34	1	DPDM75CC	EFF925VM	1	Yes	Male	45 - 54		1	1	
R_8eUYhl8bu6KIQuN	9/19/2012 9:34	9/19/2012 9:36	1	DPDM75D5	EFF925VM	1	Yes	Male	35 - 44		1	1	
R_5j8m3c4amVoB7tH	9/19/2012 9:35	9/19/2012 9:38	1	DPDM75D8	EFF925VM	1	Yes	Male	65 or older		1	1	
R_4YBUJw5HLunWyTb	9/19/2012 9:37	9/19/2012 9:41	1	DPDM75HJ	EFF925VM	1	Yes	Female	65 or older		1	1	
R_6u0B7PX3hCdeBxj	9/19/2012 9:40	9/19/2012 9:43	1	DPDM75M	EFF925VM	1	Yes	Male	35 - 44		1	1	
R_0v3bYfOyjfgclKd	9/19/2012 9:43	9/19/2012 9:46	1	DPDM75Qf	EFF925VM	1	Yes	Female	25 - 34		1	1	
R_a5FGEaF68JoWWW1	9/19/2012 9:51	9/19/2012 9:52	1	DPDM7764	EFF925VM	1	Yes	Male	25 - 34		1	1	
R_25FstyKXUYMbMeV	9/19/2012 9:49	9/19/2012 9:52	1	DPDM7726	EFF925VM	1	Yes	Male	55 - 64		1	1	
R_8laQwBSbLDmdwd7	9/19/2012 9:51	9/19/2012 9:53	1	DPDM7784	EFF925VM	1	Yes	Female	35 - 44		1	1	
R_2ir3CZQWVflpe1T	9/19/2012 9:53	9/19/2012 9:54	1	DPDM779C	EFF925VM	1	Yes	Female	25 - 34		1	1	
R_cPgoC6YVIUUhv3D	9/19/2012 9:45	9/19/2012 9:57	1	DPDM75SE	EFF925VM	1	Yes	Male	55 - 64		1	1	
R_6PBlpxWlpzPI7cp	9/19/2012 9:54	9/19/2012 9:59	1	DPDM779J	EFF925VM	1	Yes	Male	55 - 64		1	1	
R_4T3YL3IMJrIZFvD	9/19/2012 9:57	9/19/2012 10:00	1	DPDM77Bx	EFF925VM	1	Yes	Female	35 - 44		1	1	
R_eX2ORJWLSFFkVX7	9/19/2012 9:58	9/19/2012 10:00	1	DPDM77C4	EFF925VM	1	Yes	Female	25 - 34		1	1	Facebook
R_3KwmX7szghAokAt	9/19/2012 9:55	9/19/2012 10:00	1	DPDM77B3	EFF925VM	1	Yes	Male	55 - 64		1	1	
R_1z5ekiz5a9vUe33	9/19/2012 10:00	9/19/2012 10:02	1	DPDM77CK	EFF925VM	1	Yes	Female	25 - 34		1	1	
R_d4EMUKVQfWXSGsl	9/19/2012 10:02	9/19/2012 10:03	1	DPDM77Df	EFF925VM	1	Yes	Female	35 - 44		1	1	
R_24E7zmlA3Recfpr	9/19/2012 10:03	9/19/2012 10:05	1	DPDM77Dz	EFF925VM	1	Yes	Female	25 - 34		1	1	
R_0PrQ2XaM9vDKmCp	9/19/2012 10:04	9/19/2012 10:07	1	DPDM77FB	EFF925VM	1	Yes	Female	65 or older		1	1	
R_8lnN5iOY3LQpypn	9/19/2012 10:05	9/19/2012 10:08	1	DPDM77FV	EFF925VM	1	Yes	Female	55 - 64		1	1	Facebook
R_50VU3TxhDOxrV3L	9/19/2012 10:10	9/19/2012 10:12	1	DPDM77ZK	EFF925VM	1	Yes	Male	55 - 64		1	1	
R_5Ab3vgYMAIqDLLv	9/19/2012 10:16	9/19/2012 10:18	1	DPDM78NE	EFF925VM	1	Yes	Male	25 - 34		1	1	
R_3w96o05hMQrjuXH	9/19/2012 10:20	9/19/2012 10:23	1	DPDM78W	EFF925VM	1	Yes	Male	45 - 54		1	1	
R_cN0ELzoXBTyX1o9	9/19/2012 10:23	9/19/2012 10:26	1	DPDM7942	EFF925VM	1	Yes	Male	35 - 44		1	1	
R_8uclZyYrhTROIFz	9/19/2012 10:30	9/19/2012 10:31	1	DPDM79Y5	EFF925VM	1	Yes	Male	25 - 34		1	1	
R_0iDweAsZ2adaNFj	9/19/2012 10:35	9/19/2012 10:37	1	DPDM7B3S	EFF925VM	1	Yes	Male	25 - 34		1	1	Facebook
R_cY1g0FKNFk5glSN	9/19/2012 10:38	9/19/2012 10:41	1	DPDM7B53	EFF925VM	1	Yes	Male	45 - 54		1	1	
R_aYjcvl4ALKfyFLv	9/19/2012 10:41	9/19/2012 10:43	1	DPDM7BHI	EFF925VM	1	Yes	Male	65 or older		1	1	
R_dhWxD6NacEVuHA1	9/19/2012 10:51	9/19/2012 10:54	1	DPDM7DPf	EFF925VM	1	Yes	Male	55 - 64		1	1	
R_3q6oP8crZRscW6F	9/19/2012 10:31	9/19/2012 11:05	1	DPDM79Y8	EFF925VM	1	Yes	Male	45 - 54		1	1	
R_eKzmXHrI1oMmYex	9/19/2012 11:13	9/19/2012 11:17	1	DPDM7MJf	EFF925VM	1	Yes	Male	65 or older		1	1	
R_5hEmdeflBhY9YmF	9/19/2012 11:16	9/19/2012 11:18	1	DPDM7NPf	EFF925VM	1	Yes	Male	25 - 34		1	1	

Test Cell

V1	Q6_3	Q6_4	Q6_5	Q6_6	Q6_7	Q6_8	Q6_9	Q6_9_TEXT	Q6_10	Q7	Q11_1	Q11_2	Q11_3	Q11_4	
ResponseID	We would I	We would I	We would I	We would I	We would I	We would I	We would I	We would I	We would I	We would I	When cons	On which, i	On which, i	On which, i	On which, i
R_emxKfLLIoSizLNz											None of the don't recognize it				
R_8eUYhl8bu6KIQuN											None of the None				
R_5j8m3c4amVoB7tH											None of the None of the Facebook	LinkedIn	Google+	Twitter	
R_4YBUJw5HLunWyTb						The New York Times					Because it s Facebook				
R_6u0B7PX3hCdeBxj								Other (plea HistoryChannel			Because it i: Facebook	LinkedIn			
R_0v3bYfOyjfgcIKd						The New York Times					It isnt a soc Facebook	LinkedIn			
R_a5FGEaF68JoWWW1											None of the I didn't see Facebook				
R_25FstykXUYMbMeV											None of the No connect Facebook				
R_8laQwBSbLDmdwd7											None of the Well, it looks like it's an independent webpage and the infor				
R_2ir3CZQWVflpe1T											None of the I've never s Facebook	LinkedIn	Google+	Twitter	
R_cPgoC6YVIUUhv3D											None of the Never seen it before	LinkedIn			
R_6PBIPxWlpzPI7cp											None of the not familiar with any company that does events in history; I				
R_4T3YL3IMJrIZFvD	Google+										The fomatti Facebook				
R_eX2ORJWLSFFkVX7				CNN							Because Fa: Facebook				
R_3Kwmx7szghAokAt				CNN		The New York Times					Just made r Facebook	LinkedIn			
R_1z5ekiz5a9vUe33						The New York Times					jumped out Facebook				
R_d4EMUKVQfWXSgsl	Google+										That is the f Facebook				
R_24E7zmlA3Recfpr						The New York Times					Sounds the Facebook	LinkedIn			
R_0PrQ2XaM9vDKmCp						CNN					The New York Times				
R_8lnN5iOY3LQpypn											Has to do w Facebook	LinkedIn			
R_50VU3TxhDOxrV3L											facebook h: Facebook			Twitter	
R_5Ab3vgYMAIqDLLv						The New York Times					None of the have never heard of it before				
R_3w96o05hMQrjuXH						The New York Times					It sounds cl Facebook	LinkedIn			
R_cNOELzoXBTyX1o9								YouTube			It provides Facebook	LinkedIn			
R_8uclZyYrhTROIFz								YouTube			looks like it Facebook				
R_0iDweAsZ2adaNFj	Google+										Internet Facebook				
R_cY1g0FKNFk5glSN						The New York Times					Seems to be a very social geared site				
R_aYjcvl4ALKfyFLv											The inform: Facebook	LinkedIn			
R_dhWxD6NacEVuHA1						The New York Times					None of the I have never heard of the name.				
R_3q6oP8crZRscW6F											timelines Facebook				
R_eKzmXHrI1oMmYex	Google+					CNN					i like cnn				
R_5hEmdeflBhY9YmF						CNN					I often use i Facebook		Google+	Twitter	
											I	LinkedIn		Twitter	

Test Cell

V1	Q11_5	Q11_6	Q12	Q13	Q14	DO-BR-FL_ξ	DO-Q-Q11	DO-Q-Q1	DO-Q-Q6	DO-Q-Q9	DO-Q-Q2
ResponseID	On which, i On which, i Approximat Now, a few Which of th Display Ord Display Orc if any of the follo Display Ord Display Or										
R_emxKfLLIoSizLNz		None of the above	Graduate St	\$125,000	a	Test Cell	1 2 4 5 3	2 1 3	7 1 5 4 2 6 8 3 9 1 2 1		
R_8eUYhI8bu6KIQuN		None of the above	High school	\$35,000 - \$		Test Cell	5 1 4 2 3	2 1 3	6 5 4 8 3 2 1 7 9 1 1 2		
R_5j8m3c4amVoB7tH		Once a mor	Graduate St	\$100,000 -		Test Cell	1 5 2 3 4	2 1 3	5 4 2 8 6 3 1 7 9 1 1 2		
R_4YBUJw5HLunWyTb		2-3 times a	High school	\$35,000 - \$		Test Cell	2 4 1 5 3	2 1 3	7 2 5 4 6 8 1 3 9 1 1 2		
R_6u0B7PX3hCdeBxj		2-3 times a	Graduate St	\$75,000 - \$		Test Cell	5 3 4 2 1	1 2 3	6 4 5 7 2 1 8 3 9 1 1 2		
R_0v3bYfOyjfgclKd	Foursquare	Daily	College/Sor	\$35,000 - \$		Test Cell	5 4 2 3 1	2 1 3	5 4 3 8 1 7 6 2 9 1 2 1		
R_a5FGEaF68JoWWW1		2-3 times a	College/Sor	Under \$35,		Test Cell	4 1 3 2 5	2 1 3	3 6 2 8 7 4 5 1 9 1 2 1		
R_25FstyKXUYMbMeV		Daily	College/Sor	\$50,000 - \$		Test Cell	4 3 1 2 5	1 2 3	4 6 7 2 8 1 3 5 9 1 2 1		
R_8laQwBSbLDmdwd7	maiton I see	None of the above	Graduate St	\$100,000 -		Test Cell	3 4 2 5 1	2 1 3	6 7 2 4 1 3 5 8 9 1 1 2		
R_2ir3CZQWVflpe1T		Daily	College/Sor	\$50,000 - \$		Test Cell	3 4 5 1 2	2 1 3	1 3 7 2 5 4 8 6 9 1 1 2		
R_cPgoC6YVIUUhv3D			Graduate St	\$125,000 a		Test Cell	4 3 1 5 2	2 1 3	4 5 3 7 1 2 8 6 9 1 2 1		
R_6PBIpxWlpzPI7cp	am familiar	None of the above	Graduate St	\$125,000 a		Test Cell	5 2 1 3 4	1 2 3	3 7 2 6 1 8 5 4 9 1 1 2		
R_4T3YL3IMJrIZFvD		Less than o	College/Sor	\$35,000 - \$		Test Cell	4 5 3 1 2	2 1 3	8 1 6 4 3 2 7 5 9 1 2 1		
R_eX2ORJWLSFFkVX7		Daily	College/Sor	Under \$35,		Test Cell	5 4 1 3 2	2 1 3	7 6 1 8 5 3 2 4 9 1 1 2		
R_3KwmX7szghAokAt		Less than o	College/Sor	\$50,000 - \$		Test Cell	4 5 2 3 1	1 2 3	1 8 3 2 5 7 6 4 9 1 2 1		
R_1z5ekiz5a9vUe33		Daily	Graduate St	\$35,000 - \$		Test Cell	3 5 1 4 2	1 2 3	8 5 3 2 6 7 4 1 9 1 1 2		
R_d4EMUKVQfWXSgsl		2-3 times a	College/Sor	\$35,000 - \$		Test Cell	2 1 4 3 5	2 1 3	1 3 2 6 4 5 8 7 9 1 1 2		
R_24E7zmlA3Recfpr	Foursquare	Daily	College/Sor	\$50,000 - \$		Test Cell	1 2 5 3 4	1 2 3	7 5 1 6 2 8 4 3 9 1 2 1		
R_0PrQ2XaM9vDKmCp		Daily	College/Sor	\$125,000 a		Test Cell	1 5 4 3 2	2 1 3	7 3 8 6 2 5 1 4 9 1 1 2		
R_8InN5iOY3LQpypn	Foursquare	Daily	High school	\$35,000 - \$		Test Cell	3 2 4 5 1	1 2 3	1 5 7 2 4 8 6 3 9 1 2 1		
R_50VU3TxhDOxrV3L		None of the above	Graduate St	\$75,000 - \$		Test Cell	1 4 5 3 2	1 2 3	5 3 6 4 8 1 2 7 9 1 2 1		
R_5Ab3vgYMAIqDLLv		2-3 times a	Graduate St	\$50,000 - \$		Test Cell	2 4 3 5 1	1 2 3	3 8 6 7 4 2 5 1 9 1 1 2		
R_3w96o05hMQrjuXH		Once a mor	Graduate St	\$75,000 - \$		Test Cell	2 3 1 4 5	2 1 3	6 3 1 7 2 4 8 5 9 1 2 1		
R_cN0ELzoXBTyX1o9		Daily	High school	\$35,000 - \$		Test Cell	4 1 3 2 5	2 1 3	7 4 3 6 8 5 1 2 9 1 2 1		
R_8uclZyYrhTROIFz		2-3 times a	High school	\$50,000 - \$		Test Cell	3 4 2 1 5	2 1 3	3 4 1 8 7 2 6 5 9 1 1 2		
R_0iDweAsZ2adaNFj		None of the above	College/Sor	Under \$35,		Test Cell	5 2 3 4 1	1 2 3	1 3 5 8 7 2 6 4 9 1 2 1		
R_cY1g0FKNFk5glSN		Daily	College/Sor	\$125,000 a		Test Cell	2 1 5 4 3	1 2 3	7 2 5 3 8 4 1 6 9 1 1 2		
R_aYjcvl4ALKfyFLv		None of the above	Graduate St	\$50,000 - \$		Test Cell	1 2 5 4 3	2 1 3	4 3 6 1 2 7 5 8 9 1 1 2		
R_dhWxD6NacEVuHA1		Less than o	College/Sor	\$50,000 - \$		Test Cell	1 5 2 4 3	1 2 3	8 1 6 7 2 3 5 4 9 1 2 1		
R_3q6oP8crZRscW6F		None of the above	Graduate St	\$75,000 - \$		Test Cell	2 4 5 3 1	2 1 3	7 1 3 4 2 8 6 5 9 1 1 2		
R_eKzmXHrI1oMmYex		Daily	College/Sor	\$35,000 - \$		Test Cell	4 5 2 3 1	1 2 3	1 5 3 6 8 4 7 2 9 1 2 1		
R_5hEmdeflBhY9YmF			College/Sor	\$75,000 - \$		Test Cell	4 3 2 1 5	1 2 3	3 5 2 4 1 7 8 6 9 1 1 2		

Control Cell

V1	V8	V9	V10	ftouch	id	gc	Q1	Q2	Q3	Q4	Q8	Q9_1	Q9_2
ResponseID	StartDate	EndDate	Finished	ftouch	id	gc	Thank / you	What is you	Which of th	In the next	Please look	We would I	We would I
R_3KL3FVsgnNVMCjz	9/18/2012 14:17	9/18/2012 14:19	1	DPDM4VC5	EFF925VLB	1	Yes	Female	45 - 54		1	1	
R_7TJlc04qHMBTamN	9/18/2012 14:17	9/18/2012 14:20	1	DPDM4VBF	EFF925VLB	1	Yes	Female	35 - 44		1	1	
R_8reDGWXmFgpYkAd	9/18/2012 14:20	9/18/2012 14:21	1	DPDM4VD\	EFF925VLC	1	Yes	Male	25 - 34		1	1	
R_bjY82cHG8LYyTr	9/18/2012 14:20	9/18/2012 14:24	1	DPDM4VDf	EFF925VLB	1	Yes	Male	25 - 34		1	1	
R_71YIoRulqZUppgv	9/18/2012 14:22	9/18/2012 14:24	1	DPDM4VG)	EFF925VLC	1	Yes	Female	65 or older		1	1	
R_abzRSTHtIMLLob3	9/18/2012 14:23	9/18/2012 14:25	1	DPDM4VHI	EFF925VLC	1	Yes	Male	25 - 34		1	1	
R_8e4avLsCwlul4Jf	9/18/2012 14:22	9/18/2012 14:25	1	DPDM4VGI	EFF925VLC	1	Yes	Male	65 or older		1	1	
R_79fTAtW2xdlxCTP	9/18/2012 14:25	9/18/2012 14:28	1	DPDM4VK5	EFF925VLC	1	Yes	Female	55 - 64		1	1	
R_b7Xnad9KkmOAOoJ	9/18/2012 14:29	9/18/2012 14:30	1	DPDM4W2	EFF925VLC	1	Yes	Male	25 - 34		1	1	
R_emPcCcGipJHjVid	9/18/2012 14:32	9/18/2012 14:35	1	DPDM4WG	EFF925VLC	1	Yes	Male	35 - 44		1	1	
R_79UZIchqMPbNxnD	9/18/2012 14:34	9/18/2012 14:36	1	DPDM4WV	EFF925VLC	1	Yes	Male	25 - 34		1	1	
R_b2ZZdvFFx2anQ3j	9/18/2012 14:37	9/18/2012 14:39	1	DPDM4WY	EFF925VLC	1	Yes	Female	18 - 24		1	1	
R_4MeWhFxpK7IDs1L	9/18/2012 14:43	9/18/2012 14:44	1	DPDM4X3Y	EFF925VLD	1	Yes	Female	25 - 34		1	1	
R_8GIOoJXjUsgmy8Z	9/18/2012 14:42	9/18/2012 14:46	1	DPDM4X3\	EFF925VLD	1	Yes	Female	55 - 64		1	1	
R_4GyxiE83xSnQWGx	9/18/2012 14:45	9/18/2012 14:47	1	DPDM4X5L	EFF925VLD	1	Yes	Male	35 - 44		1	1	
R_5hYtX13aPIB7UnX	9/18/2012 14:40	9/18/2012 14:52	1	DPDM4X2L	EFF925VLC	1	Yes	Male	45 - 54		1	1	
R_50aylLij9owQn6l	9/18/2012 14:52	9/18/2012 14:54	1	DPDM4XKJ	EFF925VLD	1	Yes	Female	25 - 34		1	1	
R_03BfoVQHxX5kFyl	9/18/2012 14:52	9/18/2012 14:56	1	DPDM4XKf	EFF925VLD	1	Yes	Male	45 - 54		1	1	
R_3qhQb9anBis24EI	9/18/2012 15:00	9/18/2012 15:03	1	DPDM4XRT	EFF925VLD	1	Yes	Female	55 - 64		1	1	
R_dm6nLjAcZQ4zeol	9/18/2012 14:46	9/18/2012 15:03	1	DPDM4WP	EFF925VLC	1	Yes	Female	35 - 44		1	1	
R_1STz42ak028nMfr	9/18/2012 15:01	9/18/2012 15:04	1	DPDM4XRY	EFF925VLD	1	Yes	Male	65 or older		1	1	Facebook
R_8AZBU8duFDtWq57	9/18/2012 15:04	9/18/2012 15:06	1	DPDM4XYN	EFF925VLD	1	Yes	Female	25 - 34		1	1	
R_3sEX5JL1aXFRUQ5	9/18/2012 14:53	9/18/2012 15:06	1	DPDM4XK\	EFF925VLD	1	Yes	Female	45 - 54		1	1	Facebook
R_eCJBoYEE8HsFNOf	9/18/2012 15:10	9/18/2012 15:11	1	DPDM4Y7R	EFF925VLD	1	Yes	Female	45 - 54		1	1	Facebook
R_6KbsullA3TEZlhr	9/18/2012 15:11	9/18/2012 15:14	1	DPDM4YC4	EFF925VLF	1	Yes	Female	35 - 44		1	1	
R_aVHNVeTc6QrDeCx	9/18/2012 15:12	9/18/2012 15:16	1	DPDM4YDS	EFF925VLF	1	Yes	Female	25 - 34		1	1	Facebook
R_6V9OrqDiBWNRIxb	9/18/2012 15:15	9/18/2012 15:17	1	DPDM4YX3	EFF925VLF	1	Yes	Female	45 - 54		1	1	Facebook
R_9nVISMSUYIzQjvD	9/18/2012 15:17	9/18/2012 15:18	1	DPDM4Z84	EFF925VLF	1	Yes	Female	25 - 34		1	1	
R_0xsvEzIbbLhDEWx	9/18/2012 15:16	9/18/2012 15:18	1	DPDM4YXK	EFF925VLF	1	Yes	Male	55 - 64		1	1	
R_bloe8eG6cP4ydBb	9/18/2012 15:20	9/18/2012 15:21	1	DPDM4ZBC	EFF925VLF	1	Yes	Female	25 - 34		1	1	
R_eDJ2ceSODIhhrZb	9/18/2012 15:26	9/18/2012 15:28	1	DPDM4ZKL	EFF925VLF	1	Yes	Male	45 - 54		1	1	Facebook
R_6PhBIUjz1h26yAR	9/18/2012 15:25	9/18/2012 15:27	1	DPDM4ZKK	EFF925VLF	1	Yes	Female	45 - 54		1	1	
R_eD4CuatOel7TxfD	9/18/2012 15:31	9/18/2012 15:34	1	DPDM4ZQ\	EFF925VLF	1	Yes	Male	55 - 64		1	1	
R_74BunSNklQUVUh	9/18/2012 15:30	9/18/2012 15:33	1	DPDM4ZQ\	EFF925VLF	1	Yes	Female	35 - 44		1	1	
R_1Sm69HUIJ5ewQOR	9/18/2012 15:33	9/18/2012 15:35	1	DPDM4ZR8	EFF925VLF	1	Yes	Male	55 - 64		1	1	
R_5vVFZQfiYOLYRXn	9/18/2012 15:34	9/18/2012 15:36	1	DPDM4ZRF	EFF925VLG	1	Yes	Female	25 - 34		1	1	
R_b8irWDyxdQTSnR3	9/18/2012 15:36	9/18/2012 15:37	1	DPDM4ZRR	EFF925VLG	1	Yes	Male	45 - 54		1	1	
R_3aWwhm7aQvT9ke9	9/18/2012 15:36	9/18/2012 15:38	1	DPDM4ZRR	EFF925VLG	1	Yes	Female	45 - 54		1	1	
R_5vv95IsYEi1MA8R	9/18/2012 15:38	9/18/2012 15:41	1	DPDM4ZS5	EFF925VLG	1	Yes	Female	55 - 64		1	1	
R_4ZqeSbuP9Y1HDA5	9/18/2012 15:39	9/18/2012 15:42	1	DPDM4ZVE	EFF925VLG	1	Yes	Male	35 - 44		1	1	
R_erGZcxkMdnK8Gm9	9/18/2012 15:43	9/18/2012 15:49	1	DPDM52BF	EFF925VLG	1	Yes	Female	55 - 64		1	1	
R_cSZvL8VG0WOU SID	9/18/2012 15:48	9/18/2012 15:51	1	DPDM52JR	EFF925VLG	1	Yes	Female	45 - 54		1	1	Facebook
R_9EQfoZ0SziLOQuh	9/18/2012 15:47	9/18/2012 15:51	1	DPDM52J2	EFF925VLG	1	Yes	Female	45 - 54		1	1	LinkedIn
R_eFAoSeCLOPUMheZ	9/18/2012 15:47	9/18/2012 15:52	1	DPDM52JF	EFF925VLG	1	Yes	Female	45 - 54		1	1	
R_d7rbYkaXxyIjK6x	9/18/2012 15:53	9/18/2012 15:56	1	DPDM52LZ	EFF925VLG	1	Yes	Male	45 - 54		1	1	

Control Cell

V1	Q9_3	Q9_4	Q9_5	Q9_6	Q9_7	Q9_8	Q9_9	Q9_9_TEXT	Q9_10	Q10	Q11_1	Q11_2	Q11_3	Q11_4	
ResponseID	We would I	We would I	We would I	We would I	We would I	We would I	We would I	We would I	We would I	We would I	When cons	On which, i	On which, i	On which, i	On which, i
R_3KL3FVSgnNVMCjz										None of the	Never hear	Facebook			
R_7TJlc04qHMBTamN								Other (plea history channel		it has to do with time, and that means history					
R_8reDGWXmFgpYkAd										None of the	I've never s	Facebook	LinkedIn	Twitter	
R_bJJY82cHG8LYyTr					The New York Times					Not sure	Facebook		Google+		
R_71YIoRulqZUppgv					The New York Times					NO REASON					
R_abzRSTHtIMLLob3										None of the	never seen	Facebook	LinkedIn	Twitter	
R_8e4avLsCwlul4Jf										None of the	not familiar with timescapes				
R_79fTAtW2xdlxCTP	Google+										Just looked like a "google" page!				
R_b7Xnad9KkmOAOoJ										None of the	I've never h	Facebook	LinkedIn	Google+	
R_emPcCcGipJHjVid	Google+										If there was a sponsor, I didn't consciously register it. But th				
R_79UZlchqMPbNxnD										None of the	I've never h	Facebook	LinkedIn	Google+	Twitter
R_b2ZZdvFFx2anQ3j					The New York Times						New York T	Facebook	LinkedIn	Google+	
R_4MeWhFxpK7IDs1L					The New York Times						Times is in 1	Facebook		Twitter	
R_8GIOoXjUsgmy8Z					The New York Times						Because the	Facebook	LinkedIn	Twitter	
R_4GyxiE83xSnQWGx	Google+										Great looking site.		Google+		
R_5hYtX13aPIB7UnX										None of the	Not familiar with any of	LinkedIn			
R_50aylLij9owQn6l					The New York Times						The name	Facebook	LinkedIn	Google+	Twitter
R_03BfoVQHxX5kFyl										None of the	i did not see	Facebook		Google+	Twitter
R_3qhQb9anBis24EI								Other (plea Time magazine		Because of	Facebook	LinkedIn			
R_dm6nLjAcZQ4zeol										None of the	I've never heard of timescapes. It sounds like it's a unique i				
R_1STz42ak028nMfr	Google+	Twitter				YouTube					thats social media fou you.				
R_8AZBU8duFDtWq57					The New York Times						Because of	Facebook	LinkedIn		
R_3sEX5JL1aXFRUQ5						YouTube					SEEMED FA	Facebook		Twitter	
R_eCJBoYEe8HsFN0F											To keep cur	Facebook		Twitter	
R_6KbsullA3TEZlhr										None of the	I don't know	Facebook	LinkedIn	Twitter	
R_aVHNVeTc6QrDeCx											Facebook is	Facebook		Twitter	
R_6V9OrqDiBWNRIxb											just to read	Facebook			
R_9nVISMSUYIzQjvD										None of the	I've never h	Facebook	LinkedIn	Google+	Twitter
R_0xsvEzIbbLhDEWx				CNN	The New York Times						its history that has made the news				
R_bloe8eG6cP4ydBb	Google+										...	Facebook	Google+	Twitter	
R_eDJ2ceSODIhhrZb											not sure	Facebook			
R_6PhBIUjz1h26yAR										None of the	i just didn't think it went with any of the choices.				
R_eD4CuatOel7TxfD	Google+										I expect to 1	Facebook	LinkedIn		
R_74BunSNikIQUVUh										None of the	Never hear	Facebook			
R_1Sm69HUJI5ewQOR							The New York Times				HAS TIME LOOK		Google+		
R_5vVFZQfiYOLYRXn										None of the	I've never h	Facebook		Google+	
R_b8irWDyxdQTsnR3										None of the	na		LinkedIn		
R_3aWwhm7aQvT9ke9							The New York Times				looks like ar	Facebook			
R_5vv95IsYEi1MA8R										None of the	I never heard of it before				
R_4ZqeSbuP9Y1HDA5				Foursquare	CNN	The New York Times					History, news, currenty events				
R_erGZcxkMdnK8Gm9						YouTube					Not sure what all would be shown in the webpage				
R_cSZvL8VG0WouSID	Google+	Twitter		CNN	The New Yo	YouTube					just know t	Facebook	LinkedIn	Google+	Twitter
R_9EQfoZ0SziLOQuh					The New York Times						The NY Tim	Facebook	LinkedIn	Twitter	
R_eFAoSeCLOPUMheZ										None of the	I've never h	Facebook			
R_d7rbYkaXyIjK6x							The New York Times				sounds like	Facebook	LinkedIn		

Control Cell

V1	Q11_5	Q11_6	Q12	Q13	Q14	DO-BR-FL_	DO-Q-Q11	DO-Q-Q1	DO-Q-Q6	DO-Q-Q9	DO-Q-Q2
ResponseID	On which, i	On which, i	Approximat	Now, a few	Which of th	Display Orc	Display Ord	if any	of the follo	Display Orc	Display Or
R_3KL3FVsgnNVMCjz		Daily	Graduate Sr	\$100,000 -	Control Cell	2 1 4 3 5	1 2 3			3 5 1 6 7	1 2
R_7TJlc04qHMBTamN		None of the above	High schoo	\$35,000 - \$	Control Cell	5 2 1 3 4	1 2 3			6 8 5 3 1	1 2
R_8reDGWXmFgpYkAd		Daily	Graduate Sr	\$50,000 - \$	Control Cell	5 4 2 1 3	1 2 3			6 4 8 1 2	2 1
R_bJY82cHG8LYyTr		2-3 times a	College/Sor	\$35,000 - \$	Control Cell	3 5 2 1 4	1 2 3			6 3 7 4 1	2 1
R_71YIoRulqZUppgv		None of the above	College/Sor	\$35,000 - \$	Control Cell	3 5 4 1 2	2 1 3			7 6 8 4 3	2 1
R_abzRSTHtIMLLob3		Daily	College/Sor	\$100,000 -	Control Cell	3 5 1 4 2	2 1 3			7 6 3 5 1	1 2
R_8e4avLsCwlul4Jf		None of the above	College/Sor	\$35,000 - \$	Control Cell	1 5 4 3 2	2 1 3			3 6 7 5 8	1 2
R_79fTAtW2xdlxCTP		None of the above	Graduate Sr	\$75,000 - \$	Control Cell	2 5 3 1 4	1 2 3			2 5 6 1 3	2 1
R_b7Xnad9KkmOAOoJ		Daily	College/Sor	\$50,000 - \$	Control Cell	5 4 3 2 1	1 2 3			8 5 6 2 1	2 1
R_emPcCcGipJHjVid	e timeline ir	None of the above	Graduate Sr	\$75,000 - \$	Control Cell	2 1 3 5 4	2 1 3			8 2 7 1 5	1 2
R_79UZlchqMPbNxnD		Daily	Graduate Sr	\$35,000 - \$	Control Cell	2 1 5 4 3	2 1 3			7 6 5 1 2	2 1
R_b2ZZdvFFx2anQ3j		Daily	College/Sor	Under \$35,	Control Cell	4 5 2 3 1	1 2 3			7 1 8 6 3	1 2
R_4MeWhFxpK7IDs1L		Daily	Graduate Sr	\$50,000 - \$	Control Cell	2 3 4 5 1	2 1 3			5 2 8 6 7	2 1
R_8GIOoXjUsgmy8Z		2-3 times a	High schoo	\$50,000 - \$	Control Cell	3 4 2 1 5	1 2 3			7 3 5 8 1	1 2
R_4GyxiE83xSnQWGx			Graduate Sr	\$35,000 - \$	Control Cell	3 1 2 4 5	2 1 3			7 4 8 2 1	2 1
R_5hYtX13aPIB7UnX			College/Sor	\$125,000 a	Control Cell	4 1 5 2 3	1 2 3			5 4 6 3 8	1 2
R_50aylLij9owQn6l		2-3 times a	College/Sor	Under \$35,	Control Cell	5 4 1 3 2	2 1 3			7 8 4 5 1	1 2
R_03BfoVQHxX5kFyl		2-3 times a	College/Sor	\$75,000 - \$	Control Cell	1 2 3 5 4	2 1 3			6 4 1 8 2	1 2
R_3qhQb9anBis24EI		Daily	Graduate Sr	\$75,000 - \$	Control Cell	5 4 3 1 2	2 1 3			3 6 7 5 4	1 2
R_dm6nLjAcZQ4zeol	Identity not a	None of the above	College/Sor	\$100,000 -	Control Cell	2 5 3 1 4	1 2 3			7 6 5 8 2	2 1
R_1STz42ak028nMfr		None of the above	High schoo	\$35,000 - \$	Control Cell	4 1 3 5 2	1 2 3			1 4 7 3 5	2 1
R_8AZBU8duFDtWq57		Daily	College/Sor	\$125,000 a	Control Cell	2 1 3 4 5	1 2 3			4 7 3 5 1	2 1
R_3sEX5JL1aXFRUQ5		Once a wee	College/Sor	\$35,000 - \$	Control Cell	2 4 1 3 5	1 2 3			5 1 4 3 8	1 2
R_eCJBoYEe8HsFNOf		Daily	College/Sor	\$50,000 - \$	Control Cell	5 4 1 3 2	2 1 3			5 8 4 6 2	1 2
R_6KbsullA3TEZlhr		2-3 times a	College/Sor	\$75,000 - \$	Control Cell	5 2 4 1 3	2 1 3			4 7 8 6 2	2 1
R_aVHNVeTc6QrDeCx		Daily	College/Sor	Under \$35,	Control Cell	2 3 5 4 1	1 2 3			8 1 6 7 3	2 1
R_6V9OrqDiBWNRIxb		2-3 times a	Graduate Sr	\$35,000 - \$	Control Cell	4 5 2 3 1	2 1 3			4 8 6 2 5	2 1
R_9nVISMSUYIzQjvD		Daily	College/Sor	\$35,000 - \$	Control Cell	5 4 3 2 1	2 1 3			5 6 3 4 1	1 2
R_0xsvEzIbbLhDEWx		None of the above	High schoo	\$75,000 - \$	Control Cell	2 5 4 3 1	2 1 3			7 3 6 4 1	2 1
R_bloe8eG6cP4ydBb	Foursquare	Daily	Graduate Sr	Under \$35,	Control Cell	4 3 5 1 2	1 2 3			3 2 6 8 7	2 1
R_eDJ2ceSODIhhrZb		Less than o	College/Sor	\$75,000 - \$	Control Cell	2 3 1 4 5	1 2 3			8 2 7 4 5	1 2
R_6PhBIUjz1h26yAR		None of the above	College/Sor	\$50,000 - \$	Control Cell	3 2 5 4 1	2 1 3			4 6 2 5 1	1 2
R_eD4CuatOel7TxfD		Once a wee	College/Sor	\$100,000 -	Control Cell	4 5 1 3 2	2 1 3			1 7 2 6 4	1 2
R_74BunSNkIQUVUh		Daily	College/Sor	Under \$35,	Control Cell	4 2 5 3 1	1 2 3			2 8 7 3 4	1 2
R_1Sm69HUJl5ewQOR			Graduate Sr	\$100,000 -	Control Cell	3 1 5 4 2	2 1 3			8 7 6 3 1	2 1
R_5vVFZQfiYOLYRXn		2-3 times a	College/Sor	\$35,000 - \$	Control Cell	1 3 2 5 4	2 1 3			5 4 7 1 8	2 1
R_b8irWDyxdQTSnR3			Graduate Sr	\$75,000 - \$	Control Cell	2 5 3 4 1	1 2 3			7 5 6 8 4	1 2
R_3aWwhm7aQvT9ke9		Daily	College/Sor	\$35,000 - \$	Control Cell	1 2 5 3 4	2 1 3			7 1 2 5 4	1 2
R_5vv95IsYEi1MA8R		None of the above	College/Sor	Under \$35,	Control Cell	2 1 4 3 5	1 2 3			5 4 1 6 3	1 2
R_4ZqeSbuP9Y1HDA5		None of the above	College/Sor	\$35,000 - \$	Control Cell	3 5 4 2 1	2 1 3			5 1 2 8 6	2 1
R_erGzcxkMdnK8Gm9		None of the above	High schoo	\$125,000 a	Control Cell	4 2 1 3 5	1 2 3			1 4 3 5 8	2 1
R_cSZvL8VG0WOU SID		Daily	Graduate Sr	\$75,000 - \$	Control Cell	2 4 3 1 5	2 1 3			6 7 3 2 1	1 2
R_9EQfoZ0SziLOQuh		2-3 times a	College/Sor	Under \$35,	Control Cell	4 3 2 1 5	2 1 3			4 8 2 7 6	1 2
R_eFAoSeCLOPUMheZ		Daily	High schoo	Under \$35,	Control Cell	5 2 3 1 4	1 2 3			8 2 1 6 5	1 2
R_d7rbYkaXxYljK6x		Daily	College/Sor	\$125,000 a	Control Cell	5 3 1 4 2	1 2 3			7 4 5 3 8	2 1

Control Cell

V1	V8	V9	V10	ftouch	id	gc	Q1	Q2	Q3	Q4	Q8	Q9_1	Q9_2
RespondID	StartDate	EndDate	Finished	ftouch	id	gc	Thank / you	What is you	Which of th	In the next	Please look	We would I	We would I
R_032VIK5Q6TACvbL	9/18/2012 15:54	9/18/2012 15:57	1	DPDM52M	EFF925VVG	1	Yes	Female	55 - 64		1	1	
R_3mHHkabTfopHCRv	9/18/2012 15:58	9/18/2012 16:00	1	DPDM537F	EFF925VLH	1	Yes	Female	25 - 34		1	1	
R_23vHKMJjwkvxgp	9/18/2012 15:56	9/18/2012 16:00	1	DPDM535C	EFF925VLH	1	Yes	Female	55 - 64		1	1	
R_1YN6DcbG1x5L7db	9/18/2012 15:57	9/18/2012 16:01	1	DPDM537C	EFF925VLH	1	Yes	Female	45 - 54		1	1	
R_023zG7GbbBzdMIR	9/18/2012 16:00	9/18/2012 16:03	1	DPDM53BS	EFF925VLH	1	Yes	Male	25 - 34		1	1	
R_0ANjV2yr307tzMh	9/18/2012 16:01	9/18/2012 16:03	1	DPDM53CL	EFF925VLH	1	Yes	Male	25 - 34		1	1	
R_50UgGcizcOHWJlr	9/18/2012 16:01	9/18/2012 16:05	1	DPDM53CK	EFF925VLH	1	Yes	Male	55 - 64		1	1	
R_e507eFhyUeoLPwN	9/18/2012 16:04	9/18/2012 16:06	1	DPDM545F	EFF925VLH	1	Yes	Male	25 - 34		1	1	
R_6SxgakNZ6jE6GPj	9/18/2012 15:49	9/18/2012 16:08	1	DPDM52KF	EFF925VVG	1	Yes	Female	55 - 64		1	1	
R_9BTbwJHvQT3HnxP	9/18/2012 16:04	9/18/2012 16:11	1	DPDM54B2	EFF925VLH	1	Yes	Female	65 or older		1	1	
R_9SR8kr7LSAcDx2d	9/18/2012 16:04	9/18/2012 16:12	1	DPDM54B2	EFF925VLH	1	Yes	Female	25 - 34		1	1	
R_6DR2QcbqW9yDfqR	9/18/2012 16:11	9/18/2012 16:13	1	DPDM56DA	EFF925VLH	1	Yes	Male	35 - 44		1	1	
R_OuODsX9Kzp54Iwx	9/18/2012 16:11	9/18/2012 16:13	1	DPDM56CF	EFF925VLH	1	Yes	Female	45 - 54		1	1	
R_8k5Non4T94dlkSV	9/18/2012 16:13	9/18/2012 16:15	1	DPDM56JV	EFF925VLH	1	Yes	Female	45 - 54		1	1	
R_55NC3byFykOb4N	9/18/2012 16:13	9/18/2012 16:15	1	DPDM56CN	EFF925VLH	1	Yes	Female	25 - 34		1	1	
R_ebxt05gCG2xI1qp	9/18/2012 16:08	9/18/2012 16:17	1	DPDM563N	EFF925VLH	1	Yes	Male	18 - 24		1	1	Facebook
R_bBJWRFxxkVRqhAF	9/18/2012 16:16	9/18/2012 16:17	1	DPDM56S7	EFF925VLH	1	Yes	Female	45 - 54		1	1	
R_9Y2e427SITslGvr	9/18/2012 16:15	9/18/2012 16:17	1	DPDM56S6	EFF925VLH	1	Yes	Female	45 - 54		1	1	
R_cGPGXXOLJ0kCMqF	9/18/2012 16:20	9/18/2012 16:24	1	DPDM58G+	EFF925VLH	1	Yes	Male	45 - 54		1	1	
R_3RiAFBebmgjmfz	9/18/2012 16:18	9/18/2012 16:24	1	DPDM56K8	EFF925VLH	1	Yes	Male	18 - 24		1	1	
R_1RAYRGffqWHDTVz	9/18/2012 16:23	9/18/2012 16:25	1	DPDM58L3	EFF925VLH	1	Yes	Female	45 - 54		1	1	
R_OcdBObh7q5p0ovP	9/18/2012 16:26	9/18/2012 16:28	1	DPDM5DN.	EFF925VLK	1	Yes	Male	55 - 64		1	1	
R_cTpVa5LsWtSqxL	9/18/2012 16:29	9/18/2012 16:32	1	DPDM5DY8	EFF925VLK	1	Yes	Female	25 - 34		1	1	
R_6WgoWkaieGObgUJ	9/18/2012 16:31	9/18/2012 16:34	1	DPDM5FCV	EFF925VLK	1	Yes	Female	45 - 54		1	1	Facebook
R_8DrLv3Dm4goiPu5	9/18/2012 16:33	9/18/2012 16:34	1	DPDM5FPC	EFF925VLK	1	Yes	Female	25 - 34		1	1	
R_1ZAScV3WvIBlKe1	9/18/2012 16:33	9/18/2012 16:35	1	DPDM5FPC	EFF925VLK	1	Yes	Female	35 - 44		1	1	
R_0oZsjj2mEUBTitv	9/18/2012 16:35	9/18/2012 16:37	1	DPDM5FSC	EFF925VLK	1	Yes	Male	45 - 54		1	1	
R_6KIYAWj2rLdfXZr	9/18/2012 16:35	9/18/2012 16:37	1	DPDM5FSD	EFF925VLK	1	Yes	Female	35 - 44		1	1	Facebook
R_d5VbgDIJPhDLkj3	9/18/2012 16:36	9/18/2012 16:40	1	DPDM5FVV	EFF925VLK	1	Yes	Male	35 - 44		1	1	
R_eQB314M3L5lhq4Z	9/18/2012 16:41	9/18/2012 16:44	1	DPDM5G62	EFF925VLK	1	Yes	Female	55 - 64		1	1	
R_6KWmUOuBNIOAxCd	9/18/2012 16:43	9/18/2012 16:46	1	DPDM5GT5	EFF925VLK	1	Yes	Male	65 or older		1	1	
R_9Hm1zlf0IPVnSqF	9/18/2012 16:44	9/18/2012 16:47	1	DPDM5H72	EFF925VLK	1	Yes	Male	25 - 34		1	1	
R_7Q9RtShRrpcVvLf	9/18/2012 16:44	9/18/2012 16:47	1	DPDM5H82	EFF925VLK	1	Yes	Male	55 - 64		1	1	
R_3JokB4MltXtAgbb	9/18/2012 16:47	9/18/2012 16:50	1	DPDM5HCJ	EFF925VLL	1	Yes	Male	65 or older		1	1	
R_eXvQhEYpmO49aBL	9/18/2012 16:48	9/18/2012 16:49	1	DPDM5HFI	EFF925VLL	1	Yes	Female	25 - 34		1	1	
R_elFEOHq5WhnMyjj	9/18/2012 16:51	9/18/2012 16:52	1	DPDM5HT6	EFF925VLL	1	Yes	Male	25 - 34		1	1	
R_23rMAoRWW3msIF7	9/18/2012 16:50	9/18/2012 16:52	1	DPDM5HLS	EFF925VLL	1	Yes	Female	55 - 64		1	1	
R_aahigpHIW7ubmLz	9/18/2012 16:58	9/18/2012 16:59	1	DPDM5JFD	EFF925VLL	1	Yes	Female	18 - 24		1	1	
R_d4jQbuYc80WM0IZ	9/18/2012 17:02	9/18/2012 17:03	1	DPDM5JVG	EFF925VLL	1	Yes	Male	18 - 24		1	1	
R_Oi8wTVeolrsQ9Vj	9/18/2012 17:00	9/18/2012 17:05	1	DPDM5JV8	EFF925VLL	1	Yes	Female	65 or older		1	1	
R_4ISlbrfyf0jrjaR	9/18/2012 17:05	9/18/2012 17:07	1	DPDM5KGF	EFF925VLL	1	Yes	Female	35 - 44		1	1	
R_6nFpdY6Ty2z1989	9/18/2012 17:05	9/18/2012 17:07	1	DPDM5KG5	EFF925VLL	1	Yes	Female	55 - 64		1	1	
R_bjwBQTPsqXSRxl1	9/18/2012 17:09	9/18/2012 17:11	1	DPDM5KHF	EFF925VLL	1	Yes	Male	55 - 64		1	1	
R_6uo05JVbhSvLLIF	9/18/2012 17:12	9/18/2012 17:14	1	DPDM5KJTI	EFF925VLV	1	Yes	Male	55 - 64		1	1	
R_0JpAhYpO0Ae89UN	9/18/2012 17:11	9/18/2012 17:15	1	DPDM5KJS	EFF925VLV	1	Yes	Female	25 - 34		1	1	

Control Cell

V1	Q9_3	Q9_4	Q9_5	Q9_6	Q9_7	Q9_8	Q9_9	Q9_9_TEXT	Q9_10	Q10	Q11_1	Q11_2	Q11_3	Q11_4	
ResponseID	We would I	We would I	We would I	We would I	We would I	We would I	We would I	We would I	We would I	We would I	When cons	On which, i	On which, i	On which, i	On which, i
R_032VIK5Q6TACvbL										None of the I don't asso	Facebook				
R_3mHHkabTfopHCRv										None of the It remindec	Facebook				
R_23vHKMJjvwkxgxp										None of the It's more a	Facebook		Google+		
R_1YN6DcbG1x5L7db										None of the Never heari	Facebook	LinkedIn	Google+	Twitter	
R_023zG7GbbBzdMIR				CNN						It sounds lil	Facebook			Twitter	
R_0ANjV2yr307tzMh					The New York Times					The name o	Facebook	LinkedIn			
R_50UgGcizcOHWJlr										None of the did not rec	Facebook				
R_e507eFhyUeoLPwN					The New York Times					Because of	Facebook	LinkedIn	Google+	Twitter	
R_6SxgakNZ6jE6GPj					The New York Times					The paper s	Facebook				
R_9BTbwJHvQT3HnxP					The New York Times					had to pick	Facebook				
R_9SR8kr7LsACdx2d					The New York Times					times is the	Facebook				
R_6DR2QcbqW9yDfqR				CNN						Informative news factual events					
R_0uODsX9Kzp54lwx					The New York Times					It seemed ii	Facebook				
R_8k5Non4T94dlkSV										None of the Didn't seem to resemble as to conte			Google+		
R_55NC3byFykcOb4N										None of the I have neve	Facebook		Google+		
R_ebxt05gCG2xIqp						YouTube				It looks like	Facebook				
R_bBJWRFxxkVRqhAF				CNN						I thought it	Facebook		Google+		
R_9Y2e427SITslGvr					The New York Times					Because it f	Facebook				
R_cGPGXXOLJ0kCMqF		Twitter			The New York Times					I thought that the company timescapes has something to dc					
R_3RiAFBebmgjmfz										None of the Never heari	Facebook				
R_1RAYRGffqWHDTVz										None of the i dont know					
R_0cdBObH7q5p0ovP					The New York Times					just a guess.					
R_cTpVa5LsWtSqxL					The New York Times					Shared title	Facebook			Twitter	
R_6WgoWkaieGObgUJ										I saw some	Facebook				
R_8DrLv3Dm4goiPu5				CNN	The New York Times					It seems lik	Facebook			Twitter	
R_1ZAScV3WvIBlKe1					The New York Times					That is just	Facebook				
R_0oZsj2mEUBTitv										None of the never hear	Facebook		Google+		
R_6KIYAWj2rLdfXZr										font looks l	Facebook	LinkedIn		Twitter	
R_d5VbgDIJPhDLkj3										None of the i have not seen it with any webpage.					
R_eQB314M3L5lhq4Z							Other (plea history channel			i follow the	Facebook	LinkedIn			
R_6KWmUOuBNIOAxCd										None of the Because I couldn't asso	LinkedIn				
R_9Hm1zlf0IPVnSqF				CNN	The New York Times					Seems mor	Facebook				
R_7Q9RtShRrpcVvLf						YouTube				don't know	Facebook				
R_3JokB4MltXtAgbb					The New York Times					not sure					
R_eXvQhEYpmO49aBL										None of the never hear	Facebook				
R_elFEOHq5WhnMyjj										None of the The name is	Facebook	LinkedIn		Twitter	
R_23rMAoRWW3msIF7					The New York Times					Different m	Facebook		Google+		
R_aahigpHIW7ubmLz					The New York Times					Because it f	Facebook		Google+	Twitter	
R_d4jQbuYc80WM0IZ										None of the sounds dur	Facebook				
R_0i8wTVEolrsQ9Vj										None of the could be an	Facebook				
R_4ISlbRfyf0jrjaR										None of the never hear	Facebook	LinkedIn			
R_6nFpdY6Ty2z1989					The New York Times					The word ""	Facebook				
R_bjwBQTPsqXSRx11					The New York Times					It sounds like something the New York Times would create.					
R_6uo05JVbhSvLLIF										None of the never hear	Facebook	LinkedIn	Google+	Twitter	
R_0JpAhYp00Ae89UN					The New York Times					Both contai	Facebook		Google+		

Control Cell

V1	Q11_5	Q11_6	Q12	Q13	Q14	DO-BR-FL_	DO-Q-Q11	DO-Q-Q1	DO-Q-Q6	DO-Q-Q9	DO-Q-Q2
ResponseID	On which, i	On which, i	Approximat	Now, a few	Which of th	Display Orc	Display Ord	if any	of the follo	Display Orc	Display Or
R_032VIK5Q6TACvbL			Daily	College/Sor	\$100,000 -	Control Cell	5 4 1 3 2	1 2 3		6 8 7 3 5	1 2
R_3mHHkabTfopHCRv			2-3 times a	College/Sor	\$75,000 - \$	Control Cell	4 1 5 3 2	1 2 3		8 1 3 5 7	1 2
R_23vHKMJjwkvxgp			Daily	College/Sor	\$75,000 - \$	Control Cell	1 3 4 5 2	2 1 3		2 1 8 7 6	2 1
R_1YN6DcbG1x5L7db			Daily	College/Sor	\$50,000 - \$	Control Cell	3 2 4 1 5	2 1 3		8 1 7 4 2	2 1
R_023zG7GbbBzdMIR			Daily	College/Sor	\$35,000 - \$	Control Cell	5 1 2 3 4	2 1 3		2 7 5 4 1	1 2
R_0ANjV2yr307tzMh			2-3 times a	College/Sor	\$100,000 -	Control Cell	5 3 1 4 2	2 1 3		6 2 4 3 1	1 2
R_50UgGcizcOHWJlr			2-3 times a	Graduate Sr	\$50,000 - \$	Control Cell	3 5 4 2 1	1 2 3		3 6 4 2 8	1 2
R_e507eFhyUeoLPwN	Foursquare		Daily	Graduate Sr	\$35,000 - \$	Control Cell	4 3 2 5 1	1 2 3		6 2 3 7 1	2 1
R_6SxgakNZ6jE6GPj			2-3 times a	High schoo	\$50,000 - \$	Control Cell	4 5 2 3 1	2 1 3		1 5 8 3 2	2 1
R_9BTbwJHvQT3HnxP			2-3 times a	Graduate Sr	\$35,000 - \$	Control Cell	4 5 1 3 2	2 1 3		8 7 2 4 5	1 2
R_9SR8kr7LsACdx2d			Daily	High schoo	Under \$35,	Control Cell	2 4 1 3 5	2 1 3		1 7 4 6 8	2 1
R_6DR2QcbqW9yDfqR		None of the above		College/Sor	\$50,000 - \$	Control Cell	3 5 1 4 2	2 1 3		3 1 4 5 6	2 1
R_OuODsX9Kzp54lwx			2-3 times a	Graduate Sr	\$50,000 - \$	Control Cell	2 4 1 5 3	1 2 3		8 1 6 5 3	1 2
R_8k5Non4T94dlkSV				College/Sor	\$35,000 - \$	Control Cell	4 3 2 5 1	1 2 3		6 4 2 3 7	1 2
R_55NC3byFykOb4N			Daily	High schoo	Under \$35,	Control Cell	3 1 5 2 4	2 1 3		2 4 3 5 6	1 2
R_ebxt05gCG2xIqp			Daily	College/Sor	\$35,000 - \$	Control Cell	3 2 1 5 4	1 2 3		6 5 1 7 3	1 2
R_bJWRFxxkVRqhAF			Daily	College/Sor	Under \$35,	Control Cell	3 5 1 2 4	2 1 3		6 3 5 2 7	1 2
R_9Y2e427SITslGvr			Daily	College/Sor	\$35,000 - \$	Control Cell	4 3 5 1 2	1 2 3		3 6 5 2 4	2 1
R_cGPGXXOLJ0kCMqF) with these	None of the above		High schoo	\$50,000 - \$	Control Cell	2 4 5 3 1	1 2 3		4 5 7 2 1	2 1
R_3RIAFBebmgjmf dz			Daily	High schoo	Under \$35,	Control Cell	2 4 5 1 3	1 2 3		4 6 3 2 7	1 2
R_1RAYRGffqWHDTVz		None of the above		High schoo	\$50,000 - \$	Control Cell	2 3 5 4 1	2 1 3		5 4 3 8 1	1 2
R_0cdBObh7q5p0ovP		None of the above		High schoo	\$50,000 - \$	Control Cell	1 2 3 5 4	1 2 3		6 7 3 4 1	1 2
R_cTpVa5LsWtSqxL			2-3 times a	College/Sor	\$35,000 - \$	Control Cell	4 1 2 3 5	1 2 3		6 3 5 2 8	1 2
R_6WgoWkaieGObgUJ			Daily	High schoo	\$100,000 -	Control Cell	3 1 5 2 4	2 1 3		7 6 1 8 2	2 1
R_8DrLv3Dm4goiPu5			Daily	College/Sor	\$35,000 - \$	Control Cell	1 3 4 2 5	2 1 3		5 2 7 3 1	1 2
R_1ZAScV3WvIBlKe1			Daily	College/Sor	\$50,000 - \$	Control Cell	3 5 1 4 2	2 1 3		3 4 8 6 7	2 1
R_0oZsj2mEUBTitv			Daily	College/Sor	Under \$35,	Control Cell	2 5 1 3 4	1 2 3		2 1 8 5 3	2 1
R_6KIYAWj2rLdfXZr	Foursquare		Daily	Graduate Sr	Under \$35,	Control Cell	3 1 4 5 2	2 1 3		4 1 5 3 6	1 2
R_d5VbgDIJPhDLkj3		None of the above		College/Sor	Under \$35,	Control Cell	3 2 4 5 1	1 2 3		7 3 5 6 2	1 2
R_eQB314M3L5lhq4Z			Daily	Graduate Sr	\$50,000 - \$	Control Cell	5 4 2 3 1	1 2 3		7 4 6 2 1	2 1
R_6KWmUOUbNIOAxCd				College/Sor	\$75,000 - \$	Control Cell	1 5 4 2 3	2 1 3		7 6 5 3 2	2 1
R_9Hm1zlf0IPVnSqF			Daily	College/Sor	Under \$35,	Control Cell	2 4 3 5 1	2 1 3		7 5 3 8 6	1 2
R_7Q9RtShRrpcVvLf			Daily	College/Sor	Under \$35,	Control Cell	4 5 3 1 2	2 1 3		5 4 6 2 1	1 2
R_3JokB4MltXtAgbb		None of the above		Graduate Sr	\$100,000 -	Control Cell	2 1 5 3 4	2 1 3		4 8 2 3 7	1 2
R_eXvQhEYpmO49aBL			Daily	Graduate Sr	\$125,000 a	Control Cell	3 2 4 5 1	1 2 3		5 4 2 6 1	1 2
R_elFEOHq5WhnMyjj			Daily	Graduate Sr	\$75,000 - \$	Control Cell	4 1 5 3 2	2 1 3		4 5 6 1 7	2 1
R_23rMAoRWV3msIF7			Daily	College/Sor	\$50,000 - \$	Control Cell	4 3 5 2 1	2 1 3		7 6 2 4 8	2 1
R_aahigpHIW7ubmLz			Daily	College/Sor	Under \$35,	Control Cell	5 4 2 3 1	1 2 3		5 7 3 1 2	1 2
R_d4jQbuYc80WM0Iz			2-3 times a	College/Sor	Under \$35,	Control Cell	2 3 4 1 5	1 2 3		1 8 3 5 6	2 1
R_Oi8wTVeolrsQ9Vj			Once a mor	College/Sor	\$35,000 - \$	Control Cell	3 1 2 5 4	2 1 3		2 1 7 3 5	2 1
R_4ISlbrfyf0jrjaR			Daily	College/Sor	\$75,000 - \$	Control Cell	5 1 2 4 3	1 2 3		3 7 8 5 4	2 1
R_6nFpdY6Ty2z1989			Less than o	College/Sor	\$100,000 -	Control Cell	1 5 4 2 3	2 1 3		8 1 6 3 5	1 2
R_bjwBQTPsqXSRx11		None of the above		College/Sor	\$35,000 - \$	Control Cell	4 1 3 2 5	1 2 3		5 2 7 3 1	1 2
R_6uo05JVbhSvLLIF			2-3 times a	College/Sor	\$75,000 - \$	Control Cell	2 5 3 4 1	1 2 3		6 5 8 2 3	1 2
R_0JpAhYpO0Ae89UN			Daily	Graduate Sr	\$50,000 - \$	Control Cell	2 4 3 5 1	2 1 3		1 2 8 5 3	1 2

Control Cell

V1	V8	V9	V10	ftouch	id	gc	Q1	Q2	Q3	Q4	Q8	Q9_1	Q9_2
RespondID	StartDate	EndDate	Finished	ftouch	id	gc	Thank / you	What is you	Which of th	In the next	Please look	We would I	We would I
R_bl5q8dORezZ4iqx	9/18/2012 17:13	9/18/2012 17:16	1	DPDM5KLB	EFF925VLM	1	Yes	Male	35 - 44		1	1	
R_5dzdzcQRhPUR9Up	9/18/2012 17:14	9/18/2012 17:19	1	DPDM5KN	EFF925VLM	1	Yes	Male	65 or older		1	1	
R_eVfP1B5Zgg7SN8h	9/18/2012 17:18	9/18/2012 17:20	1	DPDM5L3R	EFF925VLM	1	Yes	Male	65 or older		1	1	
R_8cZ11TOLOj6KtoN	9/18/2012 17:21	9/18/2012 17:23	1	DPDM5LSN	EFF925VLM	1	Yes	Female	35 - 44		1	1	
R_eM7doT6iguY1Upv	9/18/2012 17:22	9/18/2012 17:23	1	DPDM5LW	EFF925VLM	1	Yes	Male	45 - 54		1	1	
R_e38QmDNvDJEno9f	9/18/2012 17:23	9/18/2012 17:24	1	DPDM5KZ2	EFF925VLM	1	Yes	Male	25 - 34		1	1	
R_79uR3VqzXeOGSIR	9/18/2012 17:24	9/18/2012 17:27	1	DPDM5LZ6	EFF925VLM	1	Yes	Female	55 - 64		1	1	
R_6RMDTUE8v2q2i6V	9/18/2012 17:25	9/18/2012 17:28	1	DPDM5LZN	EFF925VLM	1	Yes	Female	45 - 54		1	1	
R_eVgA9DvxAUO1Xal	9/18/2012 17:28	9/18/2012 17:29	1	DPDM5MB	EFF925VLN	1	Yes	Male	18 - 24		1	1	
R_6QKDAg1ISxslZOR	9/18/2012 17:31	9/18/2012 17:33	1	DPDM5MF	EFF925VLN	1	Yes	Male	55 - 64		1	1	
R_2IT8B56Gw3wJ7nv	9/18/2012 17:31	9/18/2012 17:35	1	DPDM5MF	EFF925VLN	1	Yes	Female	55 - 64		1	1	
R_77mCVjqyxlC3Tw1	9/18/2012 17:34	9/18/2012 17:38	1	DPDM5MK	EFF925VLN	1	Yes	Male	18 - 24		1	1	
R_9zv4A0OLno6D4LH	9/18/2012 17:38	9/18/2012 17:39	1	DPDM5MN	EFF925VLN	1	Yes	Female	35 - 44		1	1	
R_ekujXrit6RYDA2h	9/18/2012 17:33	9/18/2012 17:39	1	DPDM5MJF	EFF925VLN	1	Yes	Male	55 - 64		1	1	
R_2nRTKPrqe5CjIS1	9/18/2012 17:38	9/18/2012 17:40	1	DPDM5MN	EFF925VLN	1	Yes	Female	35 - 44		1	1	Facebook
R_8lz2jYKhnWA3Xgh	9/18/2012 17:41	9/18/2012 17:44	1	DPDM5MP	EFF925VLN	1	Yes	Male	65 or older		1	1	
R_8GRELnCyyGogIWB	9/18/2012 17:41	9/18/2012 17:47	1	DPDM5HLS	EFF925VLL	1	Yes	Female	35 - 44		1	1	
R_9AIMRjfcqN43s1	9/18/2012 17:47	9/18/2012 17:49	1	DPDM5MP	EFF925VLN	1	Yes	Male	55 - 64		1	1	
R_9NqWffZmQ2o43Vb	9/18/2012 17:49	9/18/2012 17:53	1	DPDM5MV	EFF925VLN	1	Yes	Female	45 - 54		1	1	
R_4OspNhh9zhFudRX	9/18/2012 17:49	9/18/2012 17:54	1	DPDM5MY	EFF925VLN	1	Yes	Female	55 - 64		1	1	
R_4UZg95P7x3b69oN	9/18/2012 17:55	9/18/2012 17:56	1	DPDM5NN	EFF925VLP	1	Yes	Male	35 - 44		1	1	
R_5aoC8C2Z3ripW7P	9/18/2012 17:52	9/18/2012 17:55	1	DPDM5N3	EFF925VLP	1	Yes	Female	25 - 34		1	1	Facebook
R_9NWniEN9WealPjr	9/18/2012 17:55	9/18/2012 17:57	1	DPDM5NN	EFF925VLP	1	Yes	Female	45 - 54		1	1	
R_b44kNg3o88zsjXv	9/18/2012 17:53	9/18/2012 17:57	1	DPDM5NN	EFF925VLP	1	Yes	Male	55 - 64		1	1	LinkedIn
R_cFUHu4CUIA28fe5	9/18/2012 17:55	9/18/2012 18:00	1	DPDM5NP	EFF925VLP	1	Yes	Male	55 - 64		1	1	
R_4UQnzvQvRgVON7	9/18/2012 17:59	9/18/2012 18:01	1	DPDM5NQ	EFF925VLP	1	Yes	Female	55 - 64		1	1	
R_cOtohBaWk2ocvI1	9/18/2012 18:02	9/18/2012 18:03	1	DPDM5NR	EFF925VLP	1	Yes	Male	45 - 54		1	1	
R_1AK3Hmv3eyutPal	9/18/2012 18:00	9/18/2012 18:05	1	DPDM5NQ	EFF925VLP	1	Yes	Male	35 - 44		1	1	
R_02l80OKamgmtRC5	9/18/2012 18:04	9/18/2012 18:06	1	DPDM5NS	EFF925VLP	1	Yes	Male	55 - 64		1	1	
R_6lJLDlvmRst7f	9/18/2012 18:03	9/18/2012 18:06	1	DPDM5NS	EFF925VLP	1	Yes	Female	45 - 54		1	1	
R_8GNBIBCehabtM21	9/18/2012 18:07	9/18/2012 18:11	1	DPDM5Q2	EFF925VLP	1	Yes	Female	45 - 54		1	1	
R_6LK1Ms2iutRcpV3	9/18/2012 18:11	9/18/2012 18:15	1	DPDM5QQ	EFF925VLP	1	Yes	Female	65 or older		1	1	
R_eYe5HPrK5twb5f7	9/18/2012 18:15	9/18/2012 18:16	1	DPDM5QV	EFF925VLQ	1	Yes	Male	55 - 64		1	1	
R_8cPNeO5HWCREeep	9/18/2012 18:17	9/18/2012 18:19	1	DPDM5QW	EFF925VLQ	1	Yes	Male	65 or older		1	1	
R_5tO48wrBxPFouTb	9/18/2012 18:18	9/18/2012 18:20	1	DPDM5QW	EFF925VLQ	1	Yes	Male	18 - 24		1	1	
R_2lvAYEHkmdnygTP	9/18/2012 18:18	9/18/2012 18:21	1	DPDM5QW	EFF925VLQ	1	Yes	Male	65 or older		1	1	
R_7VborakQGZ4ZdeR	9/18/2012 18:20	9/18/2012 18:21	1	DPDM5R65	EFF925VLQ	1	Yes	Female	55 - 64		1	1	
R_6nhaL8bunzAe2nX	9/18/2012 18:24	9/18/2012 18:25	1	DPDM5R8Y	EFF925VLQ	1	Yes	Female	55 - 64		1	1	Facebook
R_5mR3qbOAPRkRfb	9/18/2012 18:25	9/18/2012 18:26	1	DPDM5R9C	EFF925VLQ	1	Yes	Male	55 - 64		1	1	
R_eWJGWIhKGoKXK9T	9/18/2012 18:25	9/18/2012 18:29	1	DPDM5R9	EFF925VLQ	1	Yes	Female	65 or older		1	1	
R_eeUMECLoxgJltK5	9/18/2012 18:26	9/18/2012 18:29	1	DPDM5RDF	EFF925VLQ	1	Yes	Female	45 - 54		1	1	
R_20v5Z58ZFlsvaF7	9/18/2012 18:26	9/18/2012 18:30	1	DPDM5RCF	EFF925VLQ	1	Yes	Female	55 - 64		1	1	
R_6RkvJY4zb0kjFHF	9/18/2012 18:32	9/18/2012 18:35	1	DPDM5RK	EFF925VLR	1	Yes	Female	45 - 54		1	1	
R_1XnQql4uQ929IaN	9/18/2012 18:34	9/18/2012 18:36	1	DPDM5RM	EFF925VLR	1	Yes	Female	55 - 64		1	1	
R_88uZCl3tAHA4k1T	9/18/2012 18:33	9/18/2012 18:36	1	DPDM5RLB	EFF925VLR	1	Yes	Male	35 - 44		1	1	

Control Cell

V1	Q9_3	Q9_4	Q9_5	Q9_6	Q9_7	Q9_8	Q9_9	Q9_9_TEXT	Q9_10	Q10	Q11_1	Q11_2	Q11_3	Q11_4	
ResponseID	We would I	We would I	We would I	We would I	We would I	We would I	We would I	We would I	We would I	We would I	When cons	On which, i	On which, i	On which, i	On which, i
R_bl5q8dORezZ4iqx								The New York Times			Sounds like Facebook				
R_5dzdzcQRhPUR9Up										None of the	LinkedIn				
R_eVfp1B5Zgg7SN8h								The New York Times		Time is in the title, it is registered trademark, think they have					
R_8cZ1iTOLOj6KtoN										None of the I didn't see any reference to the companies listed					
R_eM7doT6iguY1Upv										None of the never heard	Facebook	LinkedIn	Google+	Twitter	
R_e38QmDNvDJEno9f										None of the I don't see :	Facebook	LinkedIn	Google+	Twitter	
R_79uR3VqzXeOGSIR										None of the I am not aware that the name timescapes is associated with					
R_6RMDTUE8v2q2i6V										None of the I was intere	Facebook				
R_eVgA9DvxAU01Xal	Google+							YouTube		I love watching vidoes on youtube					
R_6QKDAg1ISxsIZOR										None of the I don't rem	Facebook		Google+		
R_2IT8B56Gw3wJ7nv										None of the it is a movie					
R_77mCVjqyxc3Tw1										None of the I don't know	Facebook	LinkedIn		Twitter	
R_9zv4A0OLno6D4LH										None of the none	Facebook				
R_ekujXrit6RYDA2h	Google+		CNN					YouTube		CNN - Best news sorce.	Google-	Google+			
R_2nRTKPrqe5CjIS1										saw the name on page					
R_8lz2jYKhnWA3Xgh									Other (plea time	na	Facebook				
R_8GRELnCyjGogIWB								The New York Times		historical stories, news, current/past events, glimpses of time					
R_9AIMRjcfcqN43s1			CNN					The New York Times		It seems lik	Facebook	LinkedIn			
R_9NqWfFzmq2o43Vb										None of the Hav nvr sn	Facebook	LinkedIn			
R_4OspNhh9zhFudRX	Google+		CNN					YouTube		Anything of interest is d	LinkedIn		Google+		
R_4UZg95P7x3b69oN										None of the no reason	Facebook				
R_5aoC8C2Z3ripW7P	Google+							The New York Times		Facebook a Facebook	LinkedIn		Google+		
R_9NWniEN9WealPjr										None of the None of the	Facebook	LinkedIn			
R_b44kNg3o88zsjXv	Google+							YouTube		All 3 of thes	Facebook				
R_cFUHu4CUIA28fe5										None of the Nevbefore now.er heard of timescapes					
R_4UQnzvQvRgVON7										None of the Because I don't know					
R_cOtohBaWk2ocvI1										None of the Never heard	Facebook				
R_1AK3Hmv3eyutPal									Other (plea Yahoo.com news	Because the	Facebook				
R_02l80OKamgmtRC5										None of the I have never seen it or I	LinkedIn				
R_6lJLDlvmRst7f										None of the I've never h	Facebook			Twitter	
R_8GNBIbcEhabtM21								The New York Times		The name. /	LinkedIn		Google+		
R_6LK1Ms2iutRcpV3								The New York Times		Seems like :	Facebook				
R_eYe5HPrK5twb5f7										None of the 0	Facebook				
R_8cPNeO5HWCREeep								The New York Times		complete paper					
R_5tO48wrbxPFouTb										None of the I have neve	Facebook		Google+		
R_2lvAYEHkmdnygTP								The New York Times		Because it s	Facebook	LinkedIn		Twitter	
R_7VborakQGZ4ZdeR								The New York Times		Times in the	Facebook	LinkedIn	Google+		
R_6nhaL8bunzAe2nX										saw the wo	Facebook				
R_5mR3qbOApRxRkfb										None of the dosent mean anything to me					
R_eWJGWIhKGokXK9T								The New York Times		only becaus	Facebook				
R_eeUMECLoxgJltK5			CNN					The New York Times		The site looked like stories found in the variety, movie, lifest					
R_20v5Z58ZFIsvaF7										None of the Saw twitter and facebook but didn't	Google+				
R_6RkvJY4zb0kjFhf									Other (plea PBS OR History channel a historical	Facebook	LinkedIn				
R_1XnOql4uQ9291aN			CNN							newsy	Facebook	LinkedIn			
R_88uZCI3tAHA4k1T										None of the didn't seem	Facebook	LinkedIn			

Control Cell

V1	Q11_5	Q11_6	Q12	Q13	Q14	DO-BR-FL_	DO-Q-Q11	DO-Q-Q1	DO-Q-Q6	DO-Q-Q9	DO-Q-Q2
ResponseID	On which, i	On which, i	Approximat	Now, a few	Which of th	Display Orc	Display Ord	if any	of the follo	Display Orc	Display Or
R_bl5q8dORezZ4iqx			Daily	High schoo	Under \$35,	Control Cell	2 3 4 1 5	1 2 3		5 3 7 1 2	1 2
R_5dzdcQRhPUR9Up				Graduate Sr	\$50,000 - \$	Control Cell	2 4 3 1 5	2 1 3		7 2 5 6 3	1 2
R_eVFp1B5Zgg7SN8h	a Sunday s	None of the above		College/Sor	\$50,000 - \$	Control Cell	4 1 5 3 2	1 2 3		7 3 4 6 5	2 1
R_8cZ11TOLOj6KtoN		None of the above		Graduate Sr	\$35,000 - \$	Control Cell	1 4 5 2 3	1 2 3		8 2 3 5 7	1 2
R_eM7doT6iguY1Upv			Daily	College/Sor	\$50,000 - \$	Control Cell	5 2 1 4 3	1 2 3		6 4 3 2 8	2 1
R_e38QmDNvDJEno9f	Foursquare		Daily	College/Sor	\$100,000 -	Control Cell	5 3 2 4 1	1 2 3		2 3 5 1 7	1 2
R_79uR3VqzXeOGSIR	any compar	None of the above		Graduate Sr	\$75,000 - \$	Control Cell	5 1 2 3 4	2 1 3		2 7 6 1 4	2 1
R_6RMDTUE8v2q2i6V			2-3 times a	College/Sor	\$50,000 - \$	Control Cell	2 5 1 3 4	2 1 3		2 1 5 8 6	1 2
R_eVgA9DvxAUO1Xal		None of the above		College/Sor	Under \$35,	Control Cell	4 3 2 1 5	2 1 3		5 8 4 3 6	1 2
R_6QKDAg11SxslZOR			Daily	Graduate Sr	\$75,000 - \$	Control Cell	4 2 5 1 3	1 2 3		8 5 1 2 7	1 2
R_2IT8B56Gw3wj7nv		None of the above		Graduate Sr	\$75,000 - \$	Control Cell	5 4 1 2 3	2 1 3		7 6 5 4 8	1 2
R_77mCVjqyxlC3Tw1			Daily	College/Sor	\$50,000 - \$	Control Cell	5 4 3 1 2	1 2 3		2 4 6 1 3	1 2
R_9zv4A0OLno6D4LH			2-3 times a	College/Sor	\$50,000 - \$	Control Cell	1 2 5 4 3	1 2 3		3 5 6 7 2	1 2
R_ekujXrit6RYDA2h				High schoo	\$35,000 - \$	Control Cell	5 2 4 3 1	2 1 3		6 5 2 1 3	1 2
R_2nRTKPrqe5CjI51		None of the above		Graduate Sr	\$75,000 - \$	Control Cell	2 3 1 5 4	1 2 3		5 3 2 4 7	2 1
R_8lz2jYKhnWA3Xgh			Daily	High schoo	\$50,000 - \$	Control Cell	2 1 4 3 5	2 1 3		3 6 8 5 7	1 2
R_8GRELnCyjGogWB		None of the above		College/Sor	\$35,000 - \$	Control Cell	5 2 4 1 3	2 1 3		8 5 2 7 4	1 2
R_9AIMRjcfcqN43s1			Daily	College/Sor	\$75,000 - \$	Control Cell	3 2 1 5 4	1 2 3		3 8 2 5 7	2 1
R_9NqWFFzmq2o43Vb			Daily	College/Sor	Under \$35,	Control Cell	1 3 2 5 4	2 1 3		6 8 2 1 5	2 1
R_4OspNhh9zhFudRX				College/Sor	\$125,000 a	Control Cell	1 2 4 5 3	2 1 3		3 2 6 1 7	2 1
R_4UZg95P7x3b69oN			Daily	College/Sor	\$35,000 - \$	Control Cell	1 5 3 2 4	2 1 3		6 7 4 1 8	2 1
R_5aoC8C2Z3ripW7P			Daily	Graduate Sr	\$35,000 - \$	Control Cell	4 3 5 1 2	2 1 3		2 5 4 1 8	1 2
R_9NWniEN9WealPjr			Daily	Graduate Sr	\$75,000 - \$	Control Cell	2 5 3 4 1	2 1 3		7 8 6 1 5	2 1
R_b44kNg3o88szjXv			2-3 times a	Graduate Sr	\$125,000 a	Control Cell	5 4 2 1 3	2 1 3		6 2 7 4 3	2 1
R_cFUHu4CUIA28fe5		None of the above		College/Sor	\$125,000 a	Control Cell	4 2 3 1 5	1 2 3		7 8 6 1 5	2 1
R_4UQznvQvRgVON7		None of the above		Graduate Sr	\$100,000 -	Control Cell	5 3 1 2 4	1 2 3		8 1 7 3 5	2 1
R_cOtohBaWk2ocvI1			Daily	College/Sor	\$35,000 - \$	Control Cell	5 2 3 1 4	2 1 3		8 3 6 7 5	2 1
R_1AK3Hmv3eyutPal			2-3 times a	Graduate Sr	\$100,000 -	Control Cell	2 4 3 1 5	2 1 3		1 2 4 7 5	2 1
R_02l80OKamgmtRC5				College/Sor	\$125,000 a	Control Cell	1 5 3 4 2	2 1 3		5 7 2 8 1	1 2
R_6lJLDlvmRst7f			Daily	College/Sor	\$75,000 - \$	Control Cell	1 3 2 4 5	1 2 3		4 5 2 1 3	2 1
R_8GNBIbcEhabtM21				College/Sor	\$75,000 - \$	Control Cell	5 4 3 1 2	2 1 3		6 2 1 4 5	2 1
R_6LK1Ms2iutRcpV3			2-3 times a	College/Sor	\$35,000 - \$	Control Cell	2 5 4 1 3	1 2 3		7 8 2 5 3	2 1
R_eYe5HPrK5twb5f7			Once a wee	College/Sor	\$125,000 a	Control Cell	3 1 4 5 2	1 2 3		7 2 8 6 3	2 1
R_8cPNeO5HWCREeep		None of the above		College/Sor	Under \$35,	Control Cell	2 3 1 4 5	1 2 3		4 6 5 2 3	1 2
R_5tO48wrbxPFouTb			Daily	College/Sor	\$50,000 - \$	Control Cell	1 5 3 2 4	2 1 3		4 5 8 7 1	1 2
R_2lvAYEHkmdnygTP			Daily	Graduate Sr	\$50,000 - \$	Control Cell	2 5 1 3 4	2 1 3		2 1 5 6 3	1 2
R_7VborakQGZ4ZdeR	Foursquare		Daily	Graduate Sr	\$100,000 -	Control Cell	5 4 1 2 3	1 2 3		2 7 6 1 8	2 1
R_6nhaL8bunzAe2nX			Daily	College/Sor	\$75,000 - \$	Control Cell	5 4 3 1 2	2 1 3		1 2 6 3 5	1 2
R_5mR3qbOAPRxRkfb		None of the above		College/Sor	\$75,000 - \$	Control Cell	5 2 3 4 1	2 1 3		8 5 1 6 2	1 2
R_eWJGWlhKGokXK9T			Once a mor	College/Sor	\$75,000 - \$	Control Cell	4 5 2 1 3	2 1 3		7 6 8 1 5	2 1
R_eeUMECLoxgJltK5	yle sections	None of the above		Graduate Sr	\$125,000 a	Control Cell	1 5 2 4 3	2 1 3		8 5 7 6 3	2 1
R_20v5Z58ZFlsvaF7				College/Sor	\$35,000 - \$	Control Cell	3 1 5 4 2	2 1 3		4 1 3 6 8	1 2
R_6RkvJY4zb0kJFhf			Less than o	College/Sor	\$50,000 - \$	Control Cell	2 3 4 1 5	2 1 3		5 8 1 4 7	2 1
R_1XnQql4uQ929IaN			Daily	High schoo	\$50,000 - \$	Control Cell	5 2 3 1 4	2 1 3		4 2 8 1 7	1 2
R_88uZCl3tAHA4k1T	Foursquare		Daily	College/Sor	\$75,000 - \$	Control Cell	2 1 5 3 4	2 1 3		7 5 1 4 6	1 2

Control Cell

V1	V8	V9	V10	ftouch	id	gc	Q1	Q2	Q3	Q4	Q8	Q9_1	Q9_2
ResponseID	StartDate	EndDate	Finished	ftouch	id	gc	Thank / you	What is you	Which of th	In the next	Please look	We would I	We would I
R_6KD5f33luyTMxlX	9/18/2012 18:36	9/18/2012 18:39	1	DPDM5S58	EFF925VLR	1	Yes	Female	35 - 44		1	1	
R_bw1DM4K2z41qn4N	9/18/2012 18:38	9/18/2012 18:40	1	DPDM5SDC	EFF925VLR	1	Yes	Female	45 - 54		1	1	
R_a4do3gsh4iSwbtP	9/18/2012 18:36	9/18/2012 18:41	1	DPDM5SBK	EFF925VLR	1	Yes	Male	65 or older		1	1	
R_OoeyReE8YFLOqp	9/18/2012 18:39	9/18/2012 18:42	1	DPDM5SDY	EFF925VLR	1	Yes	Female	55 - 64		1	1	
R_780GzjfcGEBMpv	9/18/2012 18:42	9/18/2012 18:44	1	DPDM5SVF	EFF925VLR	1	Yes	Male	65 or older		1	1	
R_eldhBqBy7v2CUm1	9/18/2012 18:41	9/18/2012 18:44	1	DPDM5STB	EFF925VLR	1	Yes	Male	65 or older		1	1	
R_ekXvzXGjOIdfLyR	9/18/2012 18:44	9/18/2012 18:45	1	DPDM5SX6	EFF925VLR	1	Yes	Male	35 - 44		1	1	
R_5doeCzrWH2jkUBv	9/18/2012 18:45	9/18/2012 18:46	1	DPDM5SV\	EFF925VLR	1	Yes	Male	35 - 44		1	1	
R_eqEHYGrPh50boZn	9/18/2012 18:47	9/18/2012 18:48	1	DPDM5T8J	EFF925VLS	1	Yes	Male	35 - 44		1	1	
R_bgzJ3pBo9dBpsPj	9/18/2012 18:46	9/18/2012 18:49	1	DPDM5T32	EFF925VLR	1	Yes	Female	65 or older		1	1	
R_7Wm7npHZRRD1HAp	9/18/2012 18:48	9/18/2012 18:50	1	DPDM5TB8	EFF925VLS	1	Yes	Male	65 or older		1	1	
R_b3ClolZSxtOs1T	9/18/2012 18:47	9/18/2012 18:51	1	DPDM5RHf	EFF925VLQ	1	Yes	Female	35 - 44		1	1	
R_ahretBVelz5CR5X	9/18/2012 18:50	9/18/2012 18:54	1	DPDM5TBK	EFF925VLS	1	Yes	Male	45 - 54		1	1	
R_beEf2zVE5SWLxk1	9/18/2012 18:52	9/18/2012 18:56	1	DPDM5TD7	EFF925VLS	1	Yes	Male	65 or older		1	1	
R_50H6WsFtKCn4Zal	9/18/2012 18:59	9/18/2012 19:01	1	DPDM5TX4	EFF925VLS	1	Yes	Female	45 - 54		1	1	
R_3De3MqXeNxbjLW5	9/18/2012 19:04	9/18/2012 19:07	1	DPDM5VQI	EFF925VLS	1	Yes	Male	45 - 54		1	1	
R_OvNMyJxxluSU8Kx	9/18/2012 19:06	9/18/2012 19:08	1	DPDM5VR\	EFF925VLS	1	Yes	Female	55 - 64		1	1	
R_3kjMbCkntFcsg9n	9/18/2012 19:12	9/18/2012 19:15	1	DPDM5VYF	EFF925VLT	1	Yes	Male	45 - 54		1	1	
R_56gqBnjQ45zHa6N	9/18/2012 19:18	9/18/2012 19:20	1	DPDM5W6	EFF925VLT	1	Yes	Male	45 - 54		1	1	
R_6G6uxzL6omboFxp	9/18/2012 19:20	9/18/2012 19:23	1	DPDM5X5C	EFF925VLT	1	Yes	Female	45 - 54		1	1	
R_7PyW8aLF2rBELaj	9/18/2012 19:20	9/18/2012 19:24	1	DPDM5XW	EFF925VLT	1	Yes	Female	45 - 54		1	1	
R_cOPmfhr8QxAX1rL	9/18/2012 19:25	9/18/2012 19:26	1	DPDM5Z4P	EFF925VLT	1	Yes	Female	35 - 44		1	1	
R_eb1fllciDXwBceV	9/18/2012 19:25	9/18/2012 19:28	1	DPDM5ZFY	EFF925VLT	1	Yes	Female	45 - 54		1	1	
R_cB9WLcqJmOQJmcl	9/18/2012 19:28	9/18/2012 19:30	1	DPDM5ZH7	EFF925VLT	1	Yes	Male	55 - 64		1	1	
R_3EIKdCImfhYbnnf	9/18/2012 19:29	9/18/2012 19:31	1	DPDM5ZHC	EFF925VLT	1	Yes	Male	25 - 34		1	1	
R_eJKq9aguwxY19WZ	9/18/2012 19:34	9/18/2012 19:37	1	DPDM5ZJ5	EFF925VLT	1	Yes	Male	35 - 44		1	1	
R_6KebgZ5PdrUsU0B	9/18/2012 19:35	9/18/2012 19:38	1	DPDM5ZJ9	EFF925VLT	1	Yes	Male	65 or older		1	1	
R_4ZxrTad5CoXApp3	9/18/2012 19:39	9/18/2012 19:41	1	DPDM5ZJP	EFF925VLT	1	Yes	Male	55 - 64		1	1	
R_bw8kQvGlynjVbo1	9/18/2012 19:42	9/18/2012 19:43	1	DPDM5ZK4	EFF925VLV	1	Yes	Female	45 - 54		1	1	
R_0kNUDRibU6xVHX7	9/18/2012 19:42	9/18/2012 19:45	1	DPDM5ZK5	EFF925VLV	1	Yes	Male	55 - 64		1	1	
R_5gsw9VNrZzBcVbD	9/18/2012 19:44	9/18/2012 19:46	1	DPDM5ZKF	EFF925VLV	1	Yes	Female	45 - 54		1	1	Facebook
R_8faFDofkWIYRoDr	9/18/2012 19:45	9/18/2012 19:47	1	DPDM5ZKK	EFF925VLV	1	Yes	Male	25 - 34		1	1	
R_9uzpp19fn78r4Nf	9/18/2012 19:46	9/18/2012 19:48	1	DPDM5ZKN	EFF925VLV	1	Yes	Female	65 or older		1	1	
R_3HJUcYCsoFhPO3H	9/18/2012 19:40	9/18/2012 19:49	1	DPDM5ZJQ	EFF925VLV	1	Yes	Male	55 - 64		1	1	
R_dnTx9FJizSh0Qtv	9/18/2012 19:42	9/18/2012 19:53	1	DPDM5ZK7	EFF925VLV	1	Yes	Male	55 - 64		1	1	
R_8i7TZkBF39ZkMkt	9/18/2012 19:53	9/18/2012 19:55	1	DPDM5ZLH	EFF925VLV	1	Yes	Male	45 - 54		1	1	
R_b8fzEBNFgxN0dyB	9/18/2012 19:55	9/18/2012 19:58	1	DPDM5ZLP	EFF925VLV	1	Yes	Male	55 - 64		1	1	
R_eEBEXrMKLIJf7et	9/18/2012 19:55	9/18/2012 20:01	1	DPDM5ZLC	EFF925VLV	1	Yes	Female	35 - 44		1	1	
R_OvSkX4fjlsLeqBD	9/18/2012 20:00	9/18/2012 20:04	1	DPDM5ZM	EFF925VLM	1	Yes	Female	55 - 64		1	1	
R_cFULmCUEJItXzEN	9/18/2012 20:02	9/18/2012 20:06	1	DPDM5ZMI	EFF925VLM	1	Yes	Male	35 - 44		1	1	
R_b7TCojCPYSy02Wh	9/18/2012 20:06	9/18/2012 20:08	1	DPDM5ZR4	EFF925VLM	1	Yes	Female	25 - 34		1	1	
R_7O226cZ6dOOLmRL	9/18/2012 19:56	9/18/2012 20:11	1	DPDM5ZLV	EFF925VLM	1	Yes	Female	45 - 54		1	1	
R_efazJOMpUwnMjGt	9/18/2012 20:04	9/18/2012 20:12	1	DPDM5ZQf	EFF925VLM	1	Yes	Female	65 or older		1	1	
R_2begAGpJ9NEimgZ	9/18/2012 20:11	9/18/2012 20:14	1	DPDM5ZRN	EFF925VLM	1	Yes	Female	45 - 54		1	1	
R_b1JBICXEGo9E97v	9/18/2012 20:16	9/18/2012 20:19	1	DPDM5ZY6	EFF925VLM	1	Yes	Female	25 - 34		1	1	

Control Cell

V1	Q9_3	Q9_4	Q9_5	Q9_6	Q9_7	Q9_8	Q9_9	Q9_9_TEXT	Q9_10	Q10	Q11_1	Q11_2	Q11_3	Q11_4	
ResponseID	We would I	We would I	We would I	We would I	We would I	We would I	We would I	We would I	We would I	We would I	When cons	On which, i	On which, i	On which, i	On which, i
R_6KD5f33luyTMxIX										None of the I haven't he Facebook					
R_bw1DM4K2z41qn4N										None of the I know of n Facebook	LinkedIn				
R_a4do3gsh4iSwbtP										None of the first time i have seen it.					
R_0oeyReE8IYFLOqp					The New York Times					just the me Facebook					
R_780GzjfcGEBMpv										None of the don't understand question					
R_eldhBqBy7v2CUm1										None of the I've never h Facebook					
R_ekXvzXGjOIdfLyR										None of the 0	LinkedIn				
R_5doeCZrWH2jkUBv										None of the i dont know Facebook	LinkedIn			Twitter	
R_eqEHYGrPh50boZn				CNN						Seems best related.	LinkedIn	Google+		Twitter	
R_bgzJ3pBo9dBpsPj										None of the I don't reca Facebook					
R_7Wm7npHZRRD1HAp										None of the becaus I am not familiar with that name					
R_b3ClolZSxztOs1T										None of the it seems it would go better with a name like "years gone by					
R_ahretBVelz5CR5X					The New York Times					it looks like Facebook					
R_beEf2zVE5SWLxk1										None of the They all seem present tense. I would consider this Historica					
R_50H6WsFtKCn4Zal										None of the I don't know Facebook					
R_3De3MqXeNxbjLW5										None of the While I saw logos for Facebook and Twitter on the webpage					
R_0vNMMyJxxluSU8Kx										None of the I haven't he Facebook					
R_3kjMbCkntFcsg9n								Other (plea no idea		I have no idea who I associate this name with					
R_56gqBnjQ45zHa6N					The New York Times					best match of choices plus only true media and history of ct					
R_6G6uxzL6omboFxp				CNN						just cause					
R_7PyW8aLF2rBELaJ										None of the Not familiar Facebook					
R_cOPmfhr8QxAX1rL					The New York Times					times Facebook					
R_eb1fLIciDXwBceV					The New York Times					it has the w Facebook	LinkedIn				
R_cB9WLcqJmOQJmcJ										None of the never hear Facebook					
R_3EIKdCIMfhYbnnf										None of the maybe four Facebook					
R_eJKq9aguwxY19WZ										None of the not sure	LinkedIn				
R_6KebgZ5PdrUsU0B					The New York Times					The name s Facebook		Google+		Twitter	
R_4ZxrTad5CoXApp3										None of the didn't see them adverti Facebook	LinkedIn				
R_bw8kQvGlynjVbo1										None of the I never hea Facebook					
R_0kNUDRlU6xVHX7										None of the Did not assi Facebook	LinkedIn				
R_5gsw9VNrZzBcVbD										Because the Facebook					
R_8faFDofkWIYRoDr								Other (plea wikipedia		seems informational an LinkedIn					
R_9uzpp19fn78r4Nf						YouTube				it seems lik Facebook					
R_3HJUcYCsoFhPO3H										None of the never hear Facebook					
R_dnTx9FJizSh0Qtv					The New York Times					LOOKED LI Facebook	LinkedIn				
R_8i7TZkBF39ZkMkt					The New York Times					higher level information is provided					
R_b8fzEBNFgxN0dyB								Other (plea Yahoo		Appearanc Facebook					
R_eEBEXrMKLJf7et										None of the I have neve Facebook					
R_0vSkX4fjJsLeqBD				CNN	The New York Times					news stories					
R_cFULmCUEJItXzEN					The New York Times					Times / Facebook				Twitter	
R_b7TCojCPYSy02Wh				CNN						News info					
R_7O226cZ6dOOLmRL										None of the Because I h Facebook				Twitter	
R_efazJOMpUwnMjGt					The New York Times					the paper li Facebook	LinkedIn				
R_2begAGpJ9NEimgZ										None of the does not m Facebook					
R_b1JBICXEgO9E97v										None of the I am not familiar with this webpage	Google+				

Control Cell

V1	Q11_5	Q11_6	Q12	Q13	Q14	DO-BR-FL_	DO-Q-Q11	DO-Q-Q1	DO-Q-Q6	DO-Q-Q9	DO-Q-Q2
ResponseID	On which, i	On which, i	Approximat	Now, a few	Which of th	Display Orc	Display Orc	if any	of the follo	Display Orc	Display Or
R_6KD5f33luyTMxIX			Daily	College/Sor	\$50,000 - \$	Control Cell	4 3 2 5 1 1 2 3			7 4 3 1 8 1 2	
R_bw1DM4K2z41qn4N			Daily	Graduate Sr	\$125,000 a	Control Cell	3 4 2 1 5 1 2 3			3 4 7 2 5 2 1	
R_a4do3gsh4iSwbtP		None of the above		Graduate Sr	\$100,000 -	Control Cell	5 2 1 4 3 2 1 3			3 5 6 7 1 2 1	
R_OoeyReE8IYFLOqp			2-3 times a	Graduate Sr	\$125,000 a	Control Cell	2 1 5 3 4 2 1 3			2 1 4 8 6 2 1	
R_780GzjfcGEBMpv		None of the above		College/Sor	\$35,000 - \$	Control Cell	5 2 1 4 3 2 1 3			3 1 2 6 5 1 2	
R_eldhBqBy7v2CUm1			Daily	Graduate Sr	\$35,000 - \$	Control Cell	2 3 4 5 1 2 1 3			8 7 4 6 2 2 1	
R_ekXvzXGjOIdfLyR				College/Sor	\$75,000 - \$	Control Cell	3 1 2 4 5 2 1 3			8 5 3 7 4 2 1	
R_5doeCzrWH2jkUBv			Daily	Graduate Sr	\$35,000 - \$	Control Cell	5 3 1 2 4 2 1 3			1 7 4 6 2 2 1	
R_eqEHYGrPh50boZn	Foursquare			College/Sor	\$35,000 - \$	Control Cell	5 1 3 2 4 2 1 3			1 6 5 8 7 1 2	
R_bgzJ3pBo9dBpsPj			2-3 times a	Graduate Sr	\$100,000 -	Control Cell	5 4 1 2 3 2 1 3			5 3 8 4 7 1 2	
R_7Wm7npHZRRD1HAP		None of the above		College/Sor	\$75,000 - \$	Control Cell	4 5 2 1 3 1 2 3			7 1 3 5 6 2 1	
R_b3ClolZSxtOs1T		None of the above		Graduate Sr	\$100,000 -	Control Cell	2 5 1 3 4 1 2 3			4 5 6 8 3 2 1	
R_ahretBVelz5CR5X			Once a wee	College/Sor	\$35,000 - \$	Control Cell	1 4 3 2 5 1 2 3			3 7 8 5 6 1 2	
R_beEf2zVE5SWLxk1	I Events	None of the above		College/Sor	\$50,000 - \$	Control Cell	3 1 4 2 5 1 2 3			4 3 2 6 1 1 2	
R_50H6WsFtKcN4Zal			Daily	College/Sor	\$35,000 - \$	Control Cell	5 4 2 1 3 1 2 3			5 4 8 3 1 1 2	
R_3De3MqXeNxbjLW5	, I did not fe	None of the above		College/Sor	\$50,000 - \$	Control Cell	2 5 1 3 4 2 1 3			1 4 6 7 3 1 2	
R_0vNMMyJxluSU8Kx			Daily	Graduate Sr	\$75,000 - \$	Control Cell	1 3 5 4 2 1 2 3			6 8 1 4 7 2 1	
R_3kjMbCkntFcsq9n		None of the above		College/Sor	\$75,000 - \$	Control Cell	4 5 2 1 3 1 2 3			4 2 5 1 3 2 1	
R_56gqBnjQ45zHa6N	oices	None of the above		Graduate Sr	\$35,000 - \$	Control Cell	4 5 1 2 3 1 2 3			5 8 4 6 2 1 2	
R_6G6uxzL6omboFxp		None of the above		Graduate Sr	\$75,000 - \$	Control Cell	4 3 5 2 1 2 1 3			1 3 6 7 5 1 2	
R_7PyW8aLF2rBELaJ			Daily	College/Sor	\$35,000 - \$	Control Cell	2 3 4 5 1 1 2 3			2 6 4 3 7 1 2	
R_cOPmfhr8QxAX1rL			Daily	Graduate Sr	\$50,000 - \$	Control Cell	1 3 2 5 4 2 1 3			3 6 2 4 7 2 1	
R_eb1fLIciDXwBceV			Less than o	College/Sor	Under \$35,	Control Cell	2 3 4 1 5 1 2 3			6 8 3 5 2 1 2	
R_cB9WLcqJmOQJmcl			Less than o	College/Sor	\$75,000 - \$	Control Cell	3 5 1 2 4 1 2 3			4 6 1 7 3 2 1	
R_3EIKdCImfhYbnnf			Daily	College/Sor	Under \$35,	Control Cell	5 1 2 4 3 1 2 3			6 8 3 4 7 2 1	
R_eJKq9aguwxY19WZ				High schoo	\$75,000 - \$	Control Cell	3 5 2 1 4 1 2 3			7 4 8 1 6 1 2	
R_6KebgZ5PdrUsU0B			Daily	Graduate Sr	\$35,000 - \$	Control Cell	5 2 3 4 1 1 2 3			8 2 3 5 1 2 1	
R_4ZXRtad5CoXApp3				Graduate Sr	\$50,000 - \$	Control Cell	1 5 3 4 2 1 2 3			2 8 3 6 7 1 2	
R_bw8kQvGlynjVbo1			Daily	High schoo	\$35,000 - \$	Control Cell	5 1 4 2 3 2 1 3			8 1 5 6 2 1 2	
R_0kNUDRibU6xVHX7			Once a wee	College/Sor	\$75,000 - \$	Control Cell	1 3 5 4 2 2 1 3			4 6 3 8 1 1 2	
R_5gsw9VNrZzBcVbD			Daily	College/Sor	\$35,000 - \$	Control Cell	5 4 2 3 1 1 2 3			2 1 7 6 5 1 2	
R_8faFDofkWIYRoDr				Graduate Sr	\$75,000 - \$	Control Cell	2 1 3 4 5 2 1 3			5 2 4 8 6 2 1	
R_9uzpp19fn78r4Nf			2-3 times a	College/Sor	\$75,000 - \$	Control Cell	3 4 5 1 2 2 1 3			4 5 1 2 3 1 2	
R_3HJUcYCsoFhPO3H			Daily	High schoo	\$75,000 - \$	Control Cell	3 2 5 4 1 2 1 3			7 8 6 3 1 2 1	
R_dnTx9FJizShOQtv			Daily	Graduate Sr	\$50,000 - \$	Control Cell	3 1 2 4 5 2 1 3			6 4 8 5 3 1 2	
R_8i7TZkBF39ZkMkt		None of the above		Graduate Sr	\$75,000 - \$	Control Cell	4 1 3 2 5 1 2 3			7 6 4 1 2 1 2	
R_b8fzEBNFgxN0dyB			Never	College/Sor	\$75,000 - \$	Control Cell	2 1 5 4 3 1 2 3			4 8 7 6 5 1 2	
R_eEBEXrMKLIJf7et			Daily	Graduate Sr	\$35,000 - \$	Control Cell	5 1 2 4 3 1 2 3			5 4 1 6 2 1 2	
R_0vSkX4fjIsLeqBD		None of the above		College/Sor	\$125,000 a	Control Cell	1 4 2 3 5 2 1 3			7 4 2 6 8 1 2	
R_cFULmCUEJItXzEN			Daily	High schoo	\$50,000 - \$	Control Cell	3 2 5 4 1 2 1 3			2 5 8 1 7 2 1	
R_b7TCojCPYSy02Wh		None of the above		College/Sor	Under \$35,	Control Cell	5 4 2 3 1 1 2 3			5 3 4 8 2 1 2	
R_7O226cZ6dOOLmRL			Daily	College/Sor	\$100,000 -	Control Cell	5 2 3 1 4 1 2 3			5 6 4 1 2 1 2	
R_efazJOMpUwnMjGt			2-3 times a	College/Sor	\$35,000 - \$	Control Cell	5 2 1 4 3 1 2 3			2 5 6 7 8 2 1	
R_2begAGpJ9NEimgZ			Daily	High schoo	\$35,000 - \$	Control Cell	4 3 2 5 1 2 1 3			7 3 5 4 2 1 2	
R_b1JBICXEgO9E97v				College/Sor	\$75,000 - \$	Control Cell	4 2 1 3 5 2 1 3			8 5 6 4 1 1 2	

Control Cell

V1	V8	V9	V10	ftouch	id	gc	Q1	Q2	Q3	Q4	Q8	Q9_1	Q9_2
ResponseID	StartDate	EndDate	Finished	ftouch	id	gc	Thank / you	What is you	Which of th	In the next	Please look	We would I	We would I
R_9FyTHuFFn6YymkB	9/18/2012 18:55	9/18/2012 20:19	1	DPDM5TGF	EFF925VLS	1	Yes	Female	25 - 34		1	1	
R_22Ye3rKMYMIkT65	9/18/2012 20:20	9/18/2012 20:22	1	DPDM5ZC	EFF925VLM	1	Yes	Female	55 - 64		1	1	
R_26u6AUZXPcWIHT	9/18/2012 20:22	9/18/2012 20:24	1	DPDM5ZL	EFF925VLX	1	Yes	Male	65 or older		1	1	
R_6lowk9VZpd1fYGN	9/18/2012 20:24	9/18/2012 20:27	1	DPDM5ZZ	EFF925VLX	1	Yes	Female	45 - 54		1	1	
R_ety5vBNHJiBhBpr	9/18/2012 20:25	9/18/2012 20:27	1	DPDM6222	EFF925VLX	1	Yes	Male	45 - 54		1	1	Facebook
R_4TTcfOX5XNTOBPn	9/18/2012 20:27	9/18/2012 20:31	1	DPDM62QI	EFF925VLX	1	Yes	Female	25 - 34		1	1	
R_4GzNA5BpRXDD9u5	9/18/2012 20:29	9/18/2012 20:32	1	DPDM62T5	EFF925VLX	1	Yes	Female	35 - 44		1	1	
R_1AFKI7BPcS7jZXL	9/18/2012 20:32	9/18/2012 20:35	1	DPDM62TL	EFF925VLX	1	Yes	Female	25 - 34		1	1	
R_0PXXIVHfgoX8rUp	9/18/2012 20:38	9/18/2012 20:40	1	DPDM62W	EFF925VLX	1	Yes	Female	35 - 44		1	1	
R_b2vwNnChWrHvimh	9/18/2012 20:37	9/18/2012 20:40	1	DPDM62W	EFF925VLX	1	Yes	Female	55 - 64		1	1	
R_aV2Uw66L9H4pO1D	9/18/2012 20:39	9/18/2012 20:42	1	DPDM62W	EFF925VLX	1	Yes	Female	35 - 44		1	1	
R_eWF4UIfXaT81bD	9/18/2012 20:43	9/18/2012 20:46	1	DPDM62ZC	EFF925VLY	1	Yes	Male	55 - 64		1	1	
R_Ofzm7YYrBm6Jz25	9/18/2012 20:42	9/18/2012 20:46	1	DPDM62Z5	EFF925VLY	1	Yes	Male	55 - 64		1	1	
R_3FePcPQmTcqffXn	9/18/2012 20:48	9/18/2012 20:49	1	DPDM632F	EFF925VLY	1	Yes	Female	35 - 44		1	1	
R_56auZFkglT57y5	9/18/2012 20:49	9/18/2012 20:51	1	DPDM639Y	EFF925VLY	1	Yes	Female	45 - 54		1	1	
R_8CI75Ptsbm48FyB	9/18/2012 20:48	9/18/2012 20:51	1	DPDM632F	EFF925VLY	1	Yes	Female	45 - 54		1	1	
R_egsZauhvydVLNUV	9/18/2012 20:53	9/18/2012 20:56	1	DPDM63H	EFF925VLY	1	Yes	Male	55 - 64		1	1	
R_7UOsEKnHMTokTHf	9/18/2012 20:55	9/18/2012 20:59	1	DPDM63JV	EFF925VLY	1	Yes	Female	65 or older		1	1	
R_8l04mkUgrf584x7	9/18/2012 20:57	9/18/2012 20:59	1	DPDM63KF	EFF925VLY	1	Yes	Male	55 - 64		1	1	
R_55BQKyyWFI5HBR3	9/18/2012 20:54	9/18/2012 21:00	1	DPDM63H	EFF925VLY	1	Yes	Female	25 - 34		1	1	
R_8nUkrOiQtUA6Rn	9/18/2012 20:59	9/18/2012 21:03	1	DPDM63P9	EFF925VLY	1	Yes	Female	65 or older		1	1	
R_9WXwAoQpmK0mghn	9/18/2012 21:02	9/18/2012 21:04	1	DPDM63Q	EFF925VLZ	1	Yes	Male	25 - 34		1	1	Facebook
R_bxOTjKfOPf9GbTD	9/18/2012 20:48	9/18/2012 21:08	1	DPDM6323	EFF925VLY	1	Yes	Female	25 - 34		1	1	
R_8eUMeQcg8FK3Dlp	9/18/2012 21:05	9/18/2012 21:09	1	DPDM63QI	EFF925VLZ	1	Yes	Female	45 - 54		1	1	
R_2h2NK2lmQnsg4iV	9/18/2012 21:09	9/18/2012 21:12	1	DPDM63R6	EFF925VLZ	1	Yes	Male	55 - 64		1	1	
R_8eKZWk1qzWiEF01	9/18/2012 21:07	9/18/2012 21:14	1	DPDM63Qf	EFF925VLZ	1	Yes	Female	45 - 54		1	1	
R_8CH24DZpWoheRzn	9/18/2012 21:21	9/18/2012 21:24	1	DPDM63TC	EFF925VLZ	1	Yes	Female	65 or older		1	1	
R_7NXmORgISQRmDhH	9/18/2012 21:24	9/18/2012 21:27	1	DPDM63V	EFF925VLZ	1	Yes	Male	55 - 64		1	1	
R_bLXy5fjcQKQOAJ	9/18/2012 21:26	9/18/2012 21:29	1	DPDM63YC	EFF925VLZ	1	Yes	Female	65 or older		1	1	
R_1Fh086bBxH9MbTn	9/18/2012 21:28	9/18/2012 21:32	1	DPDM63YS	EFF925VLZ	1	Yes	Female	65 or older		1	1	
R_3kQ6DOBHt5k5CJ	9/18/2012 21:33	9/18/2012 21:34	1	DPDM63Z	EFF925VLZ	1	Yes	Male	25 - 34		1	1	
R_3VMxgkgaWBs03r	9/18/2012 21:34	9/18/2012 21:41	1	DPDM63ZT	EFF925VM	1	Yes	Male	25 - 34		1	1	
R_7NCAI5pdFMPoRoN	9/18/2012 21:37	9/18/2012 21:40	1	DPDM6425	EFF925VM	1	Yes	Male	65 or older		1	1	
R_737C6cf1f5yHYzP	9/18/2012 21:39	9/18/2012 21:43	1	DPDM642f	EFF925VM	1	Yes	Female	65 or older		1	1	
R_3aTKcWey711d7Yp	9/18/2012 21:41	9/18/2012 21:43	1	DPDM642h	EFF925VM	1	Yes	Male	35 - 44		1	1	Facebook LinkedIn
R_2rvppZMhPdENQLX	9/18/2012 21:42	9/18/2012 21:44	1	DPDM642v	EFF925VM	1	Yes	Female	25 - 34		1	1	
R_56iiAYXrmuqwaZT	9/18/2012 21:43	9/18/2012 21:44	1	DPDM642Z	EFF925VM	1	Yes	Female	18 - 24		1	1	
R_d6Tt8kfxMOL907H	9/18/2012 21:47	9/18/2012 21:50	1	DPDM643C	EFF925VM	1	Yes	Female	35 - 44		1	1	
R_bwoNL8ey6LbRwod	9/18/2012 21:48	9/18/2012 21:51	1	DPDM643h	EFF925VM	1	Yes	Male	55 - 64		1	1	
R_2i2n3evzZFztFD7	9/18/2012 21:53	9/18/2012 21:54	1	DPDM644E	EFF925VM	1	Yes	Female	35 - 44		1	1	
R_e34bHHarOGbHHAp	9/18/2012 21:59	9/18/2012 22:01	1	DPDM64J2	EFF925VM	1	Yes	Female	45 - 54		1	1	Facebook
R_6x3OtawI4NjBTk	9/18/2012 21:58	9/18/2012 22:02	1	DPDM649X	EFF925VM	1	Yes	Female	55 - 64		1	1	
R_dp48zmNvDLBLlad	9/18/2012 22:02	9/18/2012 22:04	1	DPDM64JD	EFF925VM	1	Yes	Male	35 - 44		1	1	
R_6X1UNgfp27NKAbb	9/18/2012 22:03	9/18/2012 22:05	1	DPDM64JG	EFF925VM	1	Yes	Male	45 - 54		1	1	LinkedIn
R_02E321hDSNezzV3	9/18/2012 22:06	9/18/2012 22:09	1	DPDM64R	EFF925VM	1	Yes	Male	55 - 64		1	1	

Control Cell

V1	Q9_3	Q9_4	Q9_5	Q9_6	Q9_7	Q9_8	Q9_9	Q9_9_TEXT	Q9_10	Q10	Q11_1	Q11_2	Q11_3	Q11_4	
ResponseID	We would l	We would l	We would l	We would l	We would l	We would l	We would l	We would l	We would l	We would l	When cons	On which, i	On which, i	On which, i	On which, i
R_9FyTHuFFN6YymkB										None of the l	I haven't seen this befo	LinkedIn			
R_22Ye3rKMYMIkT65								The New York Times			Because it f	Facebook			
R_26u6AUZXQPcWIHT										None of the not known					
R_6lowk9VZpd1fYGN				CNN							tells of present as well as past events				
R_ety5vBNHJiBhBpr											Layout rem	Facebook		Twitter	
R_4TTcfOX5XNTOBPn										None of the l	It doesn't b	Facebook	Google+		
R_4GzNA5BpRXDD9u5										None of the l	It seems pr	Facebook	LinkedIn	Google+	
R_1AFKI7BPcS7jZXL										None of the l	I am not far	Facebook	Google+		
R_0PXXIVHfgoX8rUp				CNN				The New York Times			cnn and tim	Facebook		Twitter	
R_b2vwNnChWrHvimh										None of the	Website ap	Facebook	LinkedIn	Google+	
R_aV2Uw66L9H4pO1D				CNN				The New York Times			it had news	Facebook			
R_eWF4UIfIXaT81bD								The New York Times			because it has historical events that	Google+			
R_ofzm7YYrBm6Jz25										None of the	Not at all fa	Facebook		Twitter	
R_3FePcPQmTcqffXn										None of the	Doesnt look	Facebook			
R_56auZFkglT57y5								The New York Times			I just thoug	Facebook			
R_8CI75Ptsbm48FyB										None of the	When I see	Facebook	LinkedIn		
R_egsZauhvydVLNUV								The New York Times			Just what n	Facebook	LinkedIn		
R_7U0sEKnHMTokTHf				CNN							It seems lik	Facebook			
R_8I04mkUgrf584x7										None of the	am not fam	Facebook	LinkedIn		
R_55BQKyWFI5HBR3										None of the	That name i	Facebook	LinkedIn	Twitter	
R_8nUkr0iQJtUA6Rn								YouTube			People put	Facebook	LinkedIn	Google+	
R_9WXwAoQpmK0mghn		Twitter									Because the	Facebook			
R_bxOTjKFOpF9GbTD										None of the	I am not far	Facebook	Google+		
R_8eUMeQcg8FK3Dlp										None of the	I am not far	Facebook	LinkedIn	Google+	
R_2h2NK2ImQnsg4iV										None of the	Never hear	Facebook	LinkedIn	Twitter	
R_8eKZWk1qzWiEF01										None of the	The word t	Facebook		Twitter	
R_8CH24DZpWoheRzn			Google+								google give:	Facebook	LinkedIn	Google+	
R_7NXmORgISQRmDhH										None of the	it just does	Facebook	Google+		
R_bLXy5fjcQKQOAJ										None of the	this "timesc	Facebook	Google+		
R_1Fh086bBxH9MbTn								The New York Times			the name a	Facebook			
R_3kQ6DOBHtB5k5CJ		Twitter		CNN							Timescapes	Facebook	LinkedIn	Twitter	
R_3VMxgkgalWBs03r										None of the	I've never h	Facebook	Google+	Twitter	
R_7NCAI5pdfFMPoRoN								The New York Times			The name.	Facebook	LinkedIn		
R_737C6cf1f5yHYZP								The New York Times			word times	Facebook			
R_3aTKcWey711d7Yp	Google+	Twitter						YouTube			na	Facebook	LinkedIn	Google+	
R_2rvppZMhPdENQLX										None of the	I've never h	Facebook	LinkedIn	Google+	
R_56iiAYXrmuqwaZT				CNN							n/a	Facebook	LinkedIn		
R_d6Tt8kfXMOL907H										None of the	I have neve	Facebook			
R_bwoNL8ey6LbRwod										None of the	none				
R_2i2n3evzZFztFD7										None of the	just don't	Facebook	LinkedIn	Twitter	
R_e34bHHarOGBhHAp											Same font	Facebook	LinkedIn	Google+	
R_6x3OtawI4NjBTkJ										None of the	Timescapes is a made up word and has no asso	Twitter			
R_dp48zmNvDLBLlad				CNN							looked professional				
R_6X1UNgfp27NKAbb											looks like it	Facebook			
R_02E32IhDSNezV3			Foursquare							None of the	Never hear	Facebook			

Control Cell

V1	Q11_5	Q11_6	Q12	Q13	Q14	DO-BR-FL_	DO-Q-Q11	DO-Q-Q1	DO-Q-Q6	DO-Q-Q9	DO-Q-Q2
ResponseID	On which, i	On which, i	Approximal	Now, a few	Which of th	Display Orc	Display Ord	if any	of the follo	Display Orc	Display Or
R_9FyTHuFFN6YymkB				Graduate Sr	\$35,000 - \$	Control Cell	1 2 4 5 3	2 1 3		4 3 1 5 7	1 2
R_22Ye3rKMYMIkT65			Daily	College/Sor	\$125,000 a	Control Cell	3 2 1 4 5	1 2 3		8 3 7 1 2	2 1
R_26u6AUZXQPcWIHT		None of the above		Graduate Sr	\$75,000 - \$	Control Cell	3 4 5 1 2	2 1 3		2 1 6 5 8	1 2
R_6lowk9VZpd1fYGN		None of the above		College/Sor	\$75,000 - \$	Control Cell	2 1 4 3 5	2 1 3		6 1 8 5 2	2 1
R_ety5vBNHJiBhBpr			Once a mor	College/Sor	\$125,000 a	Control Cell	1 5 3 4 2	2 1 3		8 2 1 3 5	2 1
R_4TTcfOX5XNTOBPn			Daily	Graduate Sr	Under \$35,	Control Cell	4 3 1 5 2	2 1 3		2 1 8 5 6	1 2
R_4GzNA5BpRXDD9u5			Daily	Graduate Sr	\$75,000 - \$	Control Cell	4 5 1 2 3	2 1 3		4 8 3 1 7	2 1
R_1AFKI7BPcS7jZXL			Daily	College/Sor	\$35,000 - \$	Control Cell	4 3 2 1 5	1 2 3		5 4 7 3 1	2 1
R_0PXXIVHfgoX8rUp			Daily	High schoo	\$50,000 - \$	Control Cell	4 2 1 5 3	2 1 3		7 1 6 2 4	2 1
R_b2vwNnChWrHvimh			Daily	Graduate Sr	\$75,000 - \$	Control Cell	2 1 4 5 3	1 2 3		5 6 1 3 8	1 2
R_aV2Uw66L9H4pO1D			Daily	College/Sor	\$35,000 - \$	Control Cell	5 3 1 4 2	1 2 3		8 1 4 5 7	1 2
R_eWF4UIfXaT81bD				Graduate Sr	\$50,000 - \$	Control Cell	4 3 5 1 2	1 2 3		3 6 4 7 2	1 2
R_Ofzm7YYrBm6Jz25			2-3 times a	College/Sor	\$100,000 -	Control Cell	4 5 2 1 3	1 2 3		8 2 5 6 4	1 2
R_3FePcPQmTcqffXn			2-3 times a	High schoo	\$35,000 - \$	Control Cell	1 2 5 4 3	1 2 3		8 6 2 1 4	1 2
R_56auZFkglT57y5			Daily	College/Sor	\$35,000 - \$	Control Cell	1 2 3 4 5	2 1 3		8 1 3 5 4	2 1
R_8CI75Ptsbm48FyB			Daily	College/Sor	Under \$35,	Control Cell	2 5 4 1 3	1 2 3		1 4 8 7 6	2 1
R_egsZauhvydVLNUV			Daily	College/Sor	Under \$35,	Control Cell	3 5 4 2 1	2 1 3		7 6 2 4 3	2 1
R_7UOsEKnHMTToKTHf			Once a wee	College/Sor	Under \$35,	Control Cell	4 1 2 3 5	1 2 3		7 8 4 5 2	1 2
R_8l04mkUgrf584x7			Once a wee	High schoo	\$35,000 - \$	Control Cell	5 3 1 4 2	1 2 3		8 6 2 3 1	1 2
R_55BQKyyWFI5HBR3			Daily	College/Sor	\$35,000 - \$	Control Cell	1 4 5 2 3	1 2 3		5 2 3 6 1	1 2
R_8nUkr0iQtUA6Rn			Daily	College/Sor	\$35,000 - \$	Control Cell	3 5 1 2 4	2 1 3		6 8 5 1 2	2 1
R_9WXwAoQpmK0mghn			Daily	College/Sor	\$125,000 a	Control Cell	2 1 5 3 4	2 1 3		8 5 4 1 7	1 2
R_bxOTjkFOPf9GbTD			Daily	High schoo	\$125,000 a	Control Cell	4 5 2 1 3	2 1 3		1 5 3 4 7	2 1
R_8eUMeQcg8FK3Dlp			Daily	Graduate Sr	\$35,000 - \$	Control Cell	3 2 4 1 5	1 2 3		4 6 7 2 5	2 1
R_2h2NK2ImQnsg4iV			Daily	Graduate Sr	\$125,000 a	Control Cell	3 4 1 2 5	1 2 3		1 3 8 5 7	1 2
R_8eKZWk1qzWiEF01			Daily	College/Sor	\$50,000 - \$	Control Cell	4 5 1 3 2	1 2 3		3 2 7 5 6	2 1
R_8CH24DZpWoheRzn			Once a mor	Graduate Sr	\$50,000 - \$	Control Cell	3 2 1 4 5	2 1 3		4 5 3 8 7	1 2
R_7NXmORgISQRmDhH			Daily	College/Sor	\$125,000 a	Control Cell	3 1 2 5 4	2 1 3		4 2 1 8 6	1 2
R_bllXy5fjcQKOOAJ			2-3 times a	Graduate Sr	\$50,000 - \$	Control Cell	1 3 2 4 5	1 2 3		7 3 8 5 1	1 2
R_1Fh086bBxH9MbTn			Daily	College/Sor	\$35,000 - \$	Control Cell	1 5 2 3 4	2 1 3		2 5 4 7 1	2 1
R_3kQ6DOBhTb5k5CJ	Foursquare		Daily	Graduate Sr	\$75,000 - \$	Control Cell	3 5 1 2 4	1 2 3		5 7 1 3 2	2 1
R_3VMxgkgaWBs03r			2-3 times a	Less than h	Under \$35,	Control Cell	5 1 4 2 3	1 2 3		8 5 3 1 7	1 2
R_7NCAI5pdfFMPoRoN			2-3 times a	Graduate Sr	\$35,000 - \$	Control Cell	2 3 5 1 4	2 1 3		4 5 2 6 1	2 1
R_737C6cf1f5yHYzP			Once a wee	College/Sor	\$50,000 - \$	Control Cell	4 3 1 5 2	1 2 3		7 6 8 4 3	2 1
R_3aTKcWey711d7Yp				College/Sor	\$75,000 - \$	Control Cell	2 1 4 5 3	1 2 3		8 5 6 4 7	1 2
R_2rvppZMhPdENQLX			Daily	Graduate Sr	\$35,000 - \$	Control Cell	5 3 4 2 1	2 1 3		1 6 8 2 5	1 2
R_56iiAYXrmuqwaZT			Daily	College/Sor	\$35,000 - \$	Control Cell	4 2 5 1 3	1 2 3		5 4 8 6 7	2 1
R_d6Tt8kfXMOL907H			2-3 times a	College/Sor	\$50,000 - \$	Control Cell	1 5 3 2 4	1 2 3		7 8 3 6 2	2 1
R_bwoNL8ey6LbRwod	None of the above			Graduate Sr	\$125,000 a	Control Cell	5 2 4 3 1	2 1 3		3 6 5 4 1	2 1
R_2i2n3evzZFzFD7			Daily	Graduate Sr	\$75,000 - \$	Control Cell	5 1 3 2 4	2 1 3		4 6 8 1 5	1 2
R_e34bHHarOGBhHAp			Never	Graduate Sr	\$50,000 - \$	Control Cell	1 3 4 5 2	2 1 3		5 4 7 3 6	1 2
R_6x3OtawI4NjTKJ				College/Sor	\$50,000 - \$	Control Cell	2 4 3 1 5	1 2 3		3 4 7 6 2	2 1
R_dp48zmNvDLBLlad	None of the above			Graduate Sr	\$125,000 a	Control Cell	3 1 5 2 4	2 1 3		6 8 7 3 2	1 2
R_6X1UNgfp27NKAbb			Daily	College/Sor	\$50,000 - \$	Control Cell	1 4 5 3 2	2 1 3		4 2 7 5 6	2 1
R_02E321hDSNezzV3			Once a mor	Graduate Sr	\$125,000 a	Control Cell	2 4 5 1 3	2 1 3		7 3 5 6 1	1 2

Control Cell

V1	V8	V9	V10	ftouch	id	gc	Q1	Q2	Q3	Q4	Q8	Q9_1	Q9_2
ResponseID	StartDate	EndDate	Finished	ftouch	id	gc	Thank / you	What is you	Which of th	In the next	Please look	We would I	We would I
R_1AMY8pB4gCE8M7j	9/18/2012 22:05	9/18/2012 22:11		1	DPDM64Rf	EFF925VM:	1	Yes	Male	65 or older	1		1
R_02M7WqXai6zCqod	9/18/2012 22:10	9/18/2012 22:11		1	DPDM64S2	EFF925VM:	1	Yes	Male	45 - 54	1		1
R_5z5Ub3bEmjY1aND	9/18/2012 22:14	9/18/2012 22:16		1	DPDM64XF	EFF925VM:	1	Yes	Female	18 - 24	1		1
R_20pX45LMGHH2Q61	9/18/2012 22:19	9/18/2012 22:21		1	DPDM654Z	EFF925VM:	1	Yes	Male	45 - 54	1		1
R_daJFttvtTmL8Vkp	9/18/2012 22:24	9/18/2012 22:26		1	DPDM65Df	EFF925VM:	1	Yes	Male	65 or older	1		1
R_9S7B9LWkWQHovSB	9/18/2012 21:25	9/18/2012 22:27		1	DPDM63Vf	EFF925VLZ:	1	Yes	Female	35 - 44	1		1
R_eWAErczUuJA27bL	9/18/2012 22:19	9/18/2012 22:27		1	DPDM6586	EFF925VM:	1	Yes	Female	35 - 44	1		1
R_0IjBlcCaasQwMoR	9/18/2012 22:29	9/18/2012 22:33		1	DPDM65F5	EFF925VM:	1	Yes	Female	55 - 64	1		1
R_1YqT3r3FqxDOX7n	9/18/2012 22:33	9/18/2012 22:38		1	DPDM65Xf	EFF925VM:	1	Yes	Female	65 or older	1		1
R_8iZMGhYkNZ2YifX	9/18/2012 22:37	9/18/2012 22:38		1	DPDM65Y2	EFF925VM:	1	Yes	Female	25 - 34	1		1
R_3mA9d4mw5XX7aXX	9/18/2012 22:43	9/18/2012 22:45		1	DPDM65Yf	EFF925VM:	1	Yes	Male	45 - 54	1		1
R_9BRLTwMotwoMgDj	9/18/2012 22:51	9/18/2012 22:53		1	DPDM65Zv	EFF925VM:	1	Yes	Male	35 - 44	1		1
R_3Oahn6DOV6WHRwh	9/18/2012 22:57	9/18/2012 23:01		1	DPDM664F	EFF925VM:	1	Yes	Female	35 - 44	1		1
R_9nvSHIpsEHOIYQt	9/18/2012 23:01	9/18/2012 23:03		1	DPDM6657	EFF925VM:	1	Yes	Male	35 - 44	1		1
R_d45CzUvMPiPPUgJ	9/18/2012 22:48	9/18/2012 23:10		1	DPDM65Z2	EFF925VM:	1	Yes	Male	55 - 64	1		1
R_4Z71L9Uix6F5xl3	9/18/2012 23:01	9/18/2012 23:10		1	DPDM6656	EFF925VM:	1	Yes	Female	45 - 54	1		1
R_5jucURc0PzXzD5X	9/18/2012 23:09	9/18/2012 23:10		1	DPDM665v	EFF925VM:	1	Yes	Male	25 - 34	1		1
R_ePSLavh4ai12LNH	9/18/2012 23:11	9/18/2012 23:13		1	DPDM6663	EFF925VM:	1	Yes	Female	45 - 54	1		1
R_0x0VYDUQTyTJWeN	9/18/2012 23:12	9/18/2012 23:15		1	DPDM6664	EFF925VM:	1	Yes	Male	45 - 54	1		1
R_eyUkQoj6CMg2ttr	9/18/2012 23:14	9/18/2012 23:16		1	DPDM666E	EFF925VM:	1	Yes	Female	25 - 34	1		1
R_6ik36jhFCJD6yMZ	9/18/2012 23:16	9/18/2012 23:17		1	DPDM6672	EFF925VM:	1	Yes	Male	25 - 34	1		1
R_egF6FoGHI6pe2Zn	9/18/2012 23:14	9/18/2012 23:18		1	DPDM666C	EFF925VM:	1	Yes	Female	25 - 34	1		1
R_czEEhaEWPboVcfr	9/18/2012 23:20	9/18/2012 23:22		1	DPDM667E	EFF925VM:	1	Yes	Male	55 - 64	1		1
R_6ide2VJOclFKGfr	9/18/2012 23:21	9/18/2012 23:23		1	DPDM667C	EFF925VM:	1	Yes	Female	25 - 34	1		1 Facebook
R_clrcGWKpt320TaZ	9/18/2012 23:21	9/18/2012 23:24		1	DPDM667C	EFF925VM:	1	Yes	Female	45 - 54	1		1
R_1Lg8nWNuXyRiMsZ	9/18/2012 23:26	9/18/2012 23:29		1	DPDM668f	EFF925VM:	1	Yes	Female	55 - 64	1		1
R_1ZVP1QkKhDoQVwx	9/18/2012 23:30	9/18/2012 23:35		1	DPDM668F	EFF925VM:	1	Yes	Male	55 - 64	1		1
R_cLVKxhtetwmOlzD	9/18/2012 23:33	9/18/2012 23:35		1	DPDM669J	EFF925VM:	1	Yes	Female	55 - 64	1		1
R_74irCjLzYeTuoFT	9/18/2012 23:34	9/18/2012 23:36		1	DPDM669f	EFF925VM:	1	Yes	Female	35 - 44	1		1
R_bw6WvtuVjoCJyCh	9/18/2012 21:55	9/18/2012 23:37		1	DPDM644C	EFF925VM:	1	Yes	Male	55 - 64	1		1
R_2c8acEBFzRtlLq5	9/18/2012 23:36	9/18/2012 23:38		1	DPDM669S	EFF925VM:	1	Yes	Male	35 - 44	1		1
R_6gOjuUNFRipWDpr	9/18/2012 23:48	9/18/2012 23:50		1	DPDM66BF	EFF925VM:	1	Yes	Female	35 - 44	1		1
R_eqWVBojnB2VCe7X	9/18/2012 23:57	9/19/2012 0:01		1	DPDM66L4	EFF925VM:	1	Yes	Male	55 - 64	1		1
R_3xcNxjvhYCl41Uh	9/19/2012 0:06	9/19/2012 0:10		1	DPDM672F	EFF925VM:	1	Yes	Male	55 - 64	1		1
R_5nfYPaW4iR5t6HX	9/19/2012 0:10	9/19/2012 0:12		1	DPDM679Y	EFF925VM:	1	Yes	Male	18 - 24	1		1
R_d4OhxSppQuiHBJ3	9/19/2012 0:13	9/19/2012 0:15		1	DPDM67B5	EFF925VM:	1	Yes	Female	25 - 34	1		1
R_6St1GjN8ZhvQHc1	9/19/2012 0:32	9/19/2012 0:34		1	DPDM67Hf	EFF925VM:	1	Yes	Male	25 - 34	1		1
R_cUv45lr4nYGEkW9	9/19/2012 0:32	9/19/2012 0:34		1	DPDM67Hf	EFF925VM:	1	Yes	Male	35 - 44	1		1
R_ahhcl6bSX0zltVP	9/19/2012 0:07	9/19/2012 1:52		1	DPDM679T	EFF925VM:	1	Yes	Female	18 - 24	1		1
R_8qvnIUn8HiZdwYl	9/19/2012 9:22	9/19/2012 9:23		1	DPDM74JQ	EFF925VM:	1	Yes	Female	35 - 44	1		1
R_dhedFdpueNkmWWx	9/19/2012 9:27	9/19/2012 9:29		1	DPDM74Y7	EFF925VM:	1	Yes	Female	45 - 54	1		1
R_2sZNL7JRHGKXUp	9/19/2012 9:25	9/19/2012 9:29		1	DPDM74TC	EFF925VM:	1	Yes	Male	25 - 34	1		1
R_e36PY9Pc5hEs3X	9/19/2012 9:27	9/19/2012 9:31		1	DPDM74Y7	EFF925VM:	1	Yes	Male	45 - 54	1		1
R_8ffE9hPdBOACWet	9/19/2012 9:34	9/19/2012 9:35		1	DPDM75D4	EFF925VM:	1	Yes	Male	25 - 34	1		1
R_OfeELIOMiTu3YZD	9/19/2012 9:33	9/19/2012 9:36		1	DPDM754J	EFF925VM:	1	Yes	Female	25 - 34	1		1 Facebook

Control Cell

V1	Q9_3	Q9_4	Q9_5	Q9_6	Q9_7	Q9_8	Q9_9	Q9_9_TEXT	Q9_10	Q10	Q11_1	Q11_2	Q11_3	Q11_4	
ResponseID	We would I	We would I	We would I	We would I	We would I	We would I	We would I	We would I	We would I	We would I	When cons	On which, i	On which, i	On which, i	On which, i
R_1AMY8pB4gCE8M7j										None of the	I have not seen it before				
R_02M7WqXai6zCqod				CNN							because it reports on hi	LinkedIn			
R_5z5Ub3bEmjY1aND										None of the	It doesn't s	Facebook	LinkedIn	Google+	Twitter
R_20pX45LMGHH2Q61										None of the	I don't know why, but it didn't seem to connect to any.				
R_daJFtvtTmL8Vkp						YouTube					same type of format		Google+		
R_9S7B9LWkWQhovSB					The New York Times						Relating the	Facebook	LinkedIn	Google+	Twitter
R_eWAErczUuJA27bL										None of the	I have neve	Facebook	LinkedIn		Twitter
R_0IjBLcCaasQwMoR										None of the	I have never heard of timescapes before.				
R_1YqT3r3FqxD0X7n										None of the	It doesn't sound like Social Media to me.				
R_8iZMGhYkNZ2YifX			Foursquare								guessing				
R_3mA9d4mw5XX7aXX										None of the	It does not	Facebook	LinkedIn		Twitter
R_9BRLTwMotwoMgDj				CNN	The New York Times			Other (plea history channel			All three ha	Facebook	LinkedIn		
R_3Oahn6D0V6WHRwh								Other (plea DK			MAYBE CNN				
R_9nvSHlpsEHOIYQt										None of the	Never hear	Facebook			
R_d45CzUvMPiPPUgJ										None of the	I don't recall seeing any of the companies' mentioned in con				
R_4Z71L9UiX6F5xI3				CNN	The New York Times						It seemed li	Facebook			Twitter
R_5jucURc0PzXzD5X					The New York Times						Same word	Facebook	LinkedIn	Google+	
R_ePSLavh4ai12LNH										None of the	Never heard to timescapes				Twitter
R_0x0VYDUQTyTJWeN								Other (plea History Channel			The History Channel Club HAS a weekly Email entitled, "This				
R_eyUkQoj6CMg2ttr										None of the	not familiar	Facebook			
R_6ik36jhFCJD6yMZ										None of the	never hear	Facebook			
R_egF6FoGHI6pe2Zn										None of the	I didn't thin	Facebook	LinkedIn	Google+	
R_czEEhaEWPboVcfr										None of the	don't browse much				
R_6ide2VJOclFKGfr											i thought of	Facebook	LinkedIn	Google+	Twitter
R_clrcGWKpt320TaZ										None of the	have not heard of it		LinkedIn		
R_1Lg8nWNuXyRiMsZ										None of the	I didn't noti	Facebook			
R_1ZVP1QkkhDoQVwx					The New York Times						Because of New York TIMES. / Content looks like it could be				
R_cLVKxhtetwmOlzD										None of the	because I d	Facebook	LinkedIn	Google+	
R_74irCjLZyETuoFT										None of the	have never heard of it before			Google+	
R_bw6WvtuVjoCJyCh										None of the	Nothing cor	Facebook	LinkedIn		Twitter
R_2c8acEBFzRtflQ5										None of the	I have neve	Facebook			
R_6gOjuUNFRipWDpr										None of the	haven't hea	Facebook	LinkedIn	Google+	Twitter
R_eqWVBojnB2VCe7X										None of the	Because it c	Facebook			
R_3xcNxjvhYCl41Uh										None of the	I don't know				
R_5nfYPaW4iR5t6HX						The New York Times					Well, "time:	Facebook		Google+	Twitter
R_d4OhxSppQuiHBJ3										None of the	n/a	Facebook		Google+	Twitter
R_6St1Gjn8ZhvQHc1										None of the	didnt really look just scanned briefly				
R_cUv45lr4nYGEkW9										None of the	never hear	Facebook			
R_ahhcl6bSX0zItVP		Twitter									I saw Twitt	Facebook	LinkedIn	Google+	Twitter
R_8qvniUn8HiZdwYl						The New York Times					don tknow	Facebook	LinkedIn	Google+	Twitter
R_dhedFdpueNkmWWx										None of the	I didn't noti	Facebook	LinkedIn	Google+	Twitter
R_2sZNL7JRHGKXUp						The New York Times					The word ti	Facebook			
R_e36PY9Pc5hEs3X				CNN	The New York Times						Timescapes	Facebook	LinkedIn	Google+	
R_8ffE9hPdBOACWEt					The New York Times						first guess	Facebook	LinkedIn		
R_0feELIOMITu3YZD											It's a prom	Facebook	LinkedIn		

Control Cell

V1	Q11_5	Q11_6	Q12	Q13	Q14	DO-BR-FL_	DO-Q-Q11	DO-Q-Q1	DO-Q-Q6	DO-Q-Q9	DO-Q-Q2
ResponseID	On which, i	On which, i	Approximat	Now, a few	Which of th	Display Orc	Display Ord	if any	of the follo	Display Orc	Display Or
R_1AMY8pB4gCE8M7j		None of the above	College/Sor	\$35,000 - \$	Control Cell	2 4 5 3 1	2 1 3			1 2 3 4 8	2 1
R_02M7WqXai6zCqod			College/Sor	\$50,000 - \$	Control Cell	2 3 4 1 5	1 2 3			6 7 4 1 8	1 2
R_5z5Ub3bEmjY1aND		Daily	College/Sor	\$35,000 - \$	Control Cell	3 2 5 1 4	1 2 3			4 6 5 8 2	2 1
R_20pX45LMGHH2Q61		None of the above	Graduate Sr	\$100,000 -	Control Cell	3 5 4 1 2	1 2 3			3 7 1 2 6	1 2
R_daJFtvtTmL8Vkp			College/Sor	\$75,000 - \$	Control Cell	1 5 4 2 3	1 2 3			3 1 4 8 2	1 2
R_9S7B9LWkWQHovSB		Daily	College/Sor	Under \$35,	Control Cell	5 2 4 3 1	1 2 3			6 4 3 8 1	1 2
R_eWAErczUuJA27bL		Daily	College/Sor	\$50,000 - \$	Control Cell	2 3 1 5 4	2 1 3			7 1 3 8 2	1 2
R_0IjBLCaasQwMoR		None of the above	College/Sor	\$35,000 - \$	Control Cell	5 4 3 1 2	1 2 3			7 5 2 6 3	2 1
R_1YqT3r3FqxDOX7n		None of the above	Graduate Sr	Under \$35,	Control Cell	3 5 2 4 1	2 1 3			5 2 8 7 4	2 1
R_8iZMGhYkNZ2YifX		None of the above	College/Sor	\$35,000 - \$	Control Cell	2 4 1 5 3	2 1 3			8 7 6 1 5	1 2
R_3mA9d4mw5XX7aXX		Daily	Graduate Sr	\$75,000 - \$	Control Cell	4 5 1 3 2	2 1 3			8 5 7 4 3	2 1
R_9BRLTwMotwoMgDj		2-3 times a	Graduate Sr	\$35,000 - \$	Control Cell	1 2 3 4 5	2 1 3			7 6 3 8 2	2 1
R_3Oahn6D0V6WHRwh		None of the above	College/Sor	\$35,000 - \$	Control Cell	1 4 5 2 3	2 1 3			2 8 1 4 6	2 1
R_9nvSHIpsEHOIYQt		Daily	College/Sor	\$50,000 - \$	Control Cell	4 1 2 3 5	1 2 3			5 1 6 7 4	2 1
R_d45CzUvMPiPPUgJ	junction wit	None of the above	Graduate Sr	Under \$35,	Control Cell	2 3 4 5 1	1 2 3			7 6 4 1 3	1 2
R_4Z71L9UiX6F5xI3		Daily	Graduate Sr	\$125,000 a	Control Cell	3 1 2 5 4	2 1 3			8 5 1 7 2	2 1
R_5jucURc0PzXzD5X		Once a wee	College/Sor	\$50,000 - \$	Control Cell	1 4 2 3 5	2 1 3			8 7 6 1 2	1 2
R_ePSLavh4ai12LNH			College/Sor	\$50,000 - \$	Control Cell	1 5 2 3 4	2 1 3			4 2 8 6 7	2 1
R_0x0VYDUQTyTJWeN	Week in His	None of the above	Graduate Sr	\$50,000 - \$	Control Cell	2 3 5 1 4	1 2 3			8 1 5 6 7	2 1
R_eyUkQoj6CMg2ttr		Once a wee	Graduate Sr	\$125,000 a	Control Cell	1 4 3 2 5	1 2 3			4 7 8 2 3	1 2
R_6ik36jhFCJD6yMZ		Once a mor	Graduate Sr	\$50,000 - \$	Control Cell	4 5 3 1 2	2 1 3			5 7 6 2 4	2 1
R_egF6FoGHI6pe2Zn	Foursquare	Less than o	Graduate Sr	\$35,000 - \$	Control Cell	1 5 4 3 2	2 1 3			7 5 8 3 4	1 2
R_czEEhaEWPboVcfr		None of the above	High schoo	\$35,000 - \$	Control Cell	5 3 2 4 1	2 1 3			8 5 7 2 3	1 2
R_6ide2VJOclFKGfr		Daily	Graduate Sr	\$35,000 - \$	Control Cell	5 1 2 3 4	2 1 3			8 6 3 1 4	1 2
R_clrcGWKpt320TaZ			College/Sor	\$35,000 - \$	Control Cell	2 4 3 1 5	1 2 3			6 8 2 7 4	2 1
R_1Lg8nWNuXyRiMsZ		Daily	Graduate Sr	\$125,000 a	Control Cell	3 1 2 4 5	2 1 3			6 2 1 4 3	2 1
R_1ZVP1QkkhDoQVwx	in the NY Ti	None of the above	College/Sor	\$100,000 -	Control Cell	5 2 1 4 3	1 2 3			8 4 2 7 1	1 2
R_cLVKxhtetwMOlzD		2-3 times a	Graduate Sr	\$125,000 a	Control Cell	2 5 3 4 1	1 2 3			6 8 2 5 4	2 1
R_74irCjLZyETuoFT			College/Sor	Under \$35,	Control Cell	3 2 5 4 1	2 1 3			2 6 4 8 1	1 2
R_bw6WvtuVjoCJyCh		Less than o	Graduate Sr	\$125,000 a	Control Cell	1 2 5 3 4	2 1 3			3 6 4 1 2	1 2
R_2c8acEBFzRtfLq5		Daily	College/Sor	\$50,000 - \$	Control Cell	4 1 3 2 5	1 2 3			1 7 5 2 3	1 2
R_6gOjuUNFRipWDpr	Foursquare	Daily	High schoo	\$35,000 - \$	Control Cell	1 4 5 3 2	1 2 3			1 7 3 8 4	2 1
R_eqWVBojnB2VCe7X		Daily	High schoo	\$50,000 - \$	Control Cell	5 1 3 4 2	1 2 3			5 6 1 7 2	1 2
R_3xcNjxhvYCI41Uh		None of the above	College/Sor	\$35,000 - \$	Control Cell	5 4 2 1 3	2 1 3			5 2 6 3 4	2 1
R_5nfYPaW4iR5t6HX		Daily	College/Sor	\$35,000 - \$	Control Cell	5 3 1 4 2	1 2 3			5 3 8 7 4	2 1
R_d4OhxSppQuiHBJ3		Daily	College/Sor	Under \$35,	Control Cell	5 3 4 1 2	2 1 3			3 8 1 6 5	1 2
R_6St1GjN8ZhvQHc1		None of the above	College/Sor	Under \$35,	Control Cell	5 4 3 1 2	2 1 3			6 1 2 7 4	2 1
R_cUv45lr4nYGEKW9		2-3 times a	College/Sor	Under \$35,	Control Cell	4 5 3 2 1	1 2 3			8 2 6 5 1	1 2
R_ahhcl6bSX0ztVP		Daily	College/Sor	\$35,000 - \$	Control Cell	3 4 1 2 5	1 2 3			4 3 7 2 8	1 2
R_8qvnUn8HiZdwYI		Daily	College/Sor	\$100,000 -	Control Cell	2 4 5 3 1	1 2 3			1 3 2 8 6	2 1
R_dhedFdpueNkmWWx		Daily	Graduate Sr	\$50,000 - \$	Control Cell	4 5 1 2 3	2 1 3			7 8 6 1 2	1 2
R_2sZNL7JRHGKXUp		Daily	College/Sor	\$35,000 - \$	Control Cell	5 2 4 1 3	2 1 3			3 5 6 2 1	1 2
R_e36PY9Pc5hEs3X		Daily	Graduate Sr	\$125,000 a	Control Cell	4 3 2 5 1	2 1 3			3 4 8 2 5	1 2
R_8ffE9hPdBOACWEt		Daily	College/Sor	\$75,000 - \$	Control Cell	2 5 1 4 3	2 1 3			2 1 3 6 8	2 1
R_0feELIOMITu3YZD		Once a mor	College/Sor	\$50,000 - \$	Control Cell	2 1 3 4 5	2 1 3			6 7 2 4 3	2 1

Control Cell

V1	V8	V9	V10	ftouch	id	gc	Q1	Q2	Q3	Q4	Q8	Q9_1	Q9_2
ResponseID	StartDate	EndDate	Finished	ftouch	id	gc	Thank / you	What is you	Which of th	In the next	Please look	We would I	We would I
R_cOX36UUsYzS5jk9	9/19/2012 9:33	9/19/2012 9:37	1	DPDM75D3	EFF925VM		1 Yes	Female	45 - 54		1	1	
R_b1JzCiaoxgubrQV	9/19/2012 9:37	9/19/2012 9:40	1	DPDM75HJ	EFF925VM		1 Yes	Female	55 - 64		1	1	
R_a5JqNpfjjaeBFUp	9/19/2012 9:43	9/19/2012 9:44	1	DPDM75Q1	EFF925VM		1 Yes	Male	35 - 44		1	1	
R_8lGH25cZnKzzOzH	9/19/2012 9:41	9/19/2012 9:45	1	DPDM75M	EFF925VM		1 Yes	Female	45 - 54		1	1	
R_24emlm6Krjx7Uot	9/19/2012 9:45	9/19/2012 9:46	1	DPDM75S8	EFF925VM		1 Yes	Male	25 - 34		1	1	
R_6gmh1yL8qiybM9f	9/19/2012 9:46	9/19/2012 9:48	1	DPDM75ST	EFF925VM		1 Yes	Male	45 - 54		1	1	
R_1QWVlr1HV7WnZWZ	9/19/2012 9:52	9/19/2012 9:54	1	DPDM7787	EFF925VM		1 Yes	Female	18 - 24		1	1	Facebook
R_2t9DQtk5COFc4ip	9/19/2012 9:50	9/19/2012 9:54	1	DPDM774K	EFF925VM		1 Yes	Female	65 or older		1	1	Facebook
R_aftWvzt79nlZTyR	9/19/2012 9:51	9/19/2012 9:56	1	DPDM7784	EFF925VM		1 Yes	Female	65 or older		1	1	
R_1Y6zcmIzLtyHdTn	9/19/2012 9:57	9/19/2012 9:58	1	DPDM77BV	EFF925VM		1 Yes	Male	65 or older		1	1	
R_b90AVbUHVDrhbV3	9/19/2012 9:56	9/19/2012 9:59	1	DPDM77B1	EFF925VM		1 Yes	Male	65 or older		1	1	
R_6glAZLaPXXvim5T	9/19/2012 9:58	9/19/2012 10:00	1	DPDM77C3	EFF925VM		1 Yes	Male	25 - 34		1	1	
R_0B1eDUzhUoEeukB	9/19/2012 10:00	9/19/2012 10:03	1	DPDM77CF	EFF925VM		1 Yes	Female	65 or older		1	1	
R_aWZvd0EkMWxjUc5	9/19/2012 10:01	9/19/2012 10:03	1	DPDM77CV	EFF925VM		1 Yes	Male	65 or older		1	1	
R_bPkXGwCLyjjK7Dn	9/19/2012 10:02	9/19/2012 10:05	1	DPDM77CJ	EFF925VM		1 Yes	Male	35 - 44		1	1	Facebook
R_8JulK8f7qbKckU5	9/19/2012 10:05	9/19/2012 10:07	1	DPDM77FV	EFF925VM		1 Yes	Female	35 - 44		1	1	
R_cCRfBlmHuQ4d76t	9/19/2012 10:06	9/19/2012 10:09	1	DPDM77G5	EFF925VM		1 Yes	Male	25 - 34		1	1	
R_bKiKQzvnvH1DyB	9/19/2012 10:10	9/19/2012 10:14	1	DPDM77Z1	EFF925VM		1 Yes	Male	55 - 64		1	1	
R_bfQmN91KG8k0gVT	9/19/2012 10:15	9/19/2012 10:17	1	DPDM75D1	EFF925VM		1 Yes	Male	35 - 44		1	1	
R_eLjmealOoWqMk7z	9/19/2012 10:22	9/19/2012 10:24	1	DPDM793K	EFF925VM		1 Yes	Male	25 - 34		1	1	
R_Ork8dugEvI0eFU1	9/19/2012 10:22	9/19/2012 10:25	1	DPDM792S	EFF925VM		1 Yes	Male	65 or older		1	1	
R_dnXxhl9iBmo2789	9/19/2012 10:25	9/19/2012 10:30	1	DPDM7991	EFF925VM		1 Yes	Male	45 - 54		1	1	
R_0J57egImz3zUXCI	9/19/2012 10:34	9/19/2012 10:35	1	DPDM7B21	EFF925VM		1 Yes	Male	18 - 24		1	1	
R_1X0my1XpbBNAdIH	9/19/2012 10:35	9/19/2012 10:37	1	DPDM7B3C	EFF925VM		1 Yes	Male	55 - 64		1	1	
R_6LSEaPKeNCJVMvX	9/19/2012 10:35	9/19/2012 10:38	1	DPDM7B4F	EFF925VM		1 Yes	Male	65 or older		1	1	
R_a4y1PoWS4DfJ2T3	9/19/2012 10:40	9/19/2012 10:44	1	DPDM7B59	EFF925VM		1 Yes	Male	35 - 44		1	1	
R_9SsdVzoDV4zFQNL	9/19/2012 10:42	9/19/2012 10:45	1	DPDM7BRT	EFF925VM		1 Yes	Male	45 - 54		1	1	
R_bOBu4BWuyfCkhi5	9/19/2012 10:54	9/19/2012 10:59	1	DPDM7FTR	EFF925VM		1 Yes	Male	35 - 44		1	1	
R_3dC04lcMtYyLvO5	9/19/2012 11:05	9/19/2012 11:08	1	DPDM7K34	EFF925VM		1 Yes	Male	45 - 54		1	1	
R_87X4Yk6TtTnL9Fr	9/19/2012 11:15	9/19/2012 11:18	1	DPDM7NP)	EFF925VM		1 Yes	Male	35 - 44		1	1	Facebook

Control Cell

V1	Q9_3	Q9_4	Q9_5	Q9_6	Q9_7	Q9_8	Q9_9	Q9_9_TEXT	Q9_10	Q10	Q11_1	Q11_2	Q11_3	Q11_4	
ResponseID	We would I	We would I	We would I	We would I	We would I	We would I	We would I	We would I	We would I	We would I	When cons	On which, i	On which, i	On which, i	On which, i
R_cOX36UUsYzS5jk9										it was the o	Facebook				
R_b1JzCiaoxgubrQV				CNN	The New York Times					It just seem	Facebook	LinkedIn		Twitter	
R_a5JqNpfnjaeBFUp										None of the I've never h	Facebook		Google+	Twitter	
R_8lGH25cZnKzzOzH										None of the It's not sorr	Facebook				
R_24emlm6Krjx7Uot										None of the Never hear	Facebook		Google+	Twitter	
R_6gmh1yL8qiybM9f					The New York Times					News, "Tim	Facebook	LinkedIn	Google+	Twitter	
R_1QWVlr1HV7WnZWZ										I relate it to	Facebook	LinkedIn	Google+	Twitter	
R_2t9DQtK5COFc4ip										saw some c	Facebook				
R_aftWvzt79nIZTyR										None of the I did not relate the name to any of the options					
R_1Y6zcmLzLtyHdTn						YouTube				no particul	Facebook				
R_b90AVbUHVDrhbV3				CNN	The New York Times					Less advert	Facebook				
R_6glAZLaPXXvim5T							Other (plea	Picasa		They are a f	Facebook	LinkedIn	Google+		
R_0B1eDUzhUoEeukB										None of the I have no id	Facebook				
R_aWZvd0EkMWxjUc5						YouTube				Can't view					
R_bPkXGwCLyjjK7Dn		Twitter				YouTube				It's on ever	Facebook	LinkedIn	Google+	Twitter	
R_8JulK8f7qbKckU5										None of the could not st	Facebook				
R_cCRfBlmHuQ4d76t					The New York Times					I think becu	Facebook	LinkedIn	Google+	Twitter	
R_bKiKQzvnvH1DyB					The New York Times		Other (plea	Time Magazine		News (archive, i.e. histc		LinkedIn			
R_bfQmN91KG8k0gVT										None of the I am not far	Facebook			Twitter	
R_eLjmealOoWqMk7z										None of the I am not far	Facebook		Google+	Twitter	
R_Ork8dugEvI0eFU1										None of the DID NOT N	Facebook				
R_dnXxhI9iBmo2789										None of the Never hear	Facebook				
R_0J57egImz3zUXCI										None of the None of the	Facebook				
R_1X0my1XpbBNAdIH										None of the never heard of timescapes					
R_6LSEaPKeNCJVMvX										None of the i am unfamiliar with Timescapes					
R_a4y1PoWS4DfJ2T3					The New York Times					The beginin	Facebook		Google+		
R_9SsdVzoDV4zFQNL										None of the It is a histor	Facebook			Twitter	
R_bOBu4BWuyfCkhi5	Google+									Because it c	Facebook			Twitter	
R_3dC04lcMtYyLvO5										None of the I didn't see a reference		LinkedIn			
R_87X4Yk6TtTnL9Fr										It sounds lil	Facebook				

Control Cell

V1	Q11_5	Q11_6	Q12	Q13	Q14	DO-BR-FL_	DO-Q-Q11	DO-Q-Q1	DO-Q-Q6	DO-Q-Q9	DO-Q-Q2
ResponseID	On which, i	On which, i	Approximat	Now, a few	Which of th	Display Orc	Display Orc	if any	of the follo	Display Orc	Display Or
R_cOX36UUsYzS5jk9			Less than o	High schoo	\$35,000 - \$	Control Cell	5 2 4 3 1	2 1 3		2 7 6 8 5	2 1
R_b1JzCiaoxgubrQV			Daily	College/Sor	\$35,000 - \$	Control Cell	5 2 4 1 3	2 1 3		5 7 4 8 2	1 2
R_a5JqNpfnjaeBFUp			Daily	College/Sor	\$50,000 - \$	Control Cell	4 5 2 1 3	2 1 3		7 4 2 8 1	1 2
R_8lGH25cZnKzzOzH			2-3 times a	High schoo	\$50,000 - \$	Control Cell	5 2 4 3 1	1 2 3		5 6 8 2 7	1 2
R_24emlm6Krjx7Uot			Daily	Graduate Sr	\$35,000 - \$	Control Cell	2 5 1 4 3	1 2 3		7 2 4 8 1	1 2
R_6gmh1yL8qiybM9f	Foursquare		Daily	College/Sor	\$100,000 -	Control Cell	2 1 4 3 5	2 1 3		7 3 2 6 1	2 1
R_1QWVlr1HV7WnZWZ	Foursquare		Daily	College/Sor	Under \$35,	Control Cell	1 5 3 2 4	1 2 3		8 2 7 4 5	1 2
R_2t9DQtk5COFc4ip			Daily	College/Sor	\$35,000 - \$	Control Cell	5 2 4 3 1	1 2 3		7 6 3 1 5	2 1
R_aftWvzt79nlZTyR		None of the above		College/Sor	\$35,000 - \$	Control Cell	1 5 3 4 2	1 2 3		8 7 4 5 6	2 1
R_1Y6zcmIzLtyHdTn			Daily	Graduate Sr	\$125,000 a	Control Cell	5 4 2 1 3	1 2 3		4 5 7 1 3	2 1
R_b90AVbUHVDrhbV3			Less than o	Graduate Sr	\$100,000 -	Control Cell	2 4 3 1 5	2 1 3		5 8 4 7 6	2 1
R_6glAZLaPXXvim5T			Once a mor	Graduate Sr	\$125,000 a	Control Cell	5 1 2 3 4	2 1 3		1 2 8 3 4	2 1
R_0B1eDUzhUoEeukB			Daily	College/Sor	\$50,000 - \$	Control Cell	3 5 4 1 2	1 2 3		4 3 2 1 6	1 2
R_aWZvd0EkMWxjUc5		None of the above		Graduate Sr	\$50,000 - \$	Control Cell	1 5 4 3 2	1 2 3		3 6 8 2 5	1 2
R_bPkXGwCLyjjK7Dn			Daily	College/Sor	\$35,000 - \$	Control Cell	5 3 1 2 4	2 1 3		8 1 6 3 7	2 1
R_8JulK8f7qbKckU5			2-3 times a	College/Sor	Under \$35,	Control Cell	3 4 1 2 5	2 1 3		4 7 5 1 8	1 2
R_cCRfBlmHuQ4d76t			Daily	College/Sor	\$50,000 - \$	Control Cell	3 5 1 4 2	1 2 3		6 5 8 1 4	1 2
R_bKiKQzvnvH1DyB				Graduate Sr	\$100,000 -	Control Cell	1 4 2 5 3	2 1 3		7 6 2 1 5	1 2
R_bfQmN91KG8k0gVT			Daily	College/Sor	\$50,000 - \$	Control Cell	4 3 2 1 5	2 1 3		5 2 4 7 3	2 1
R_eLjmealOoWqMk7z			Daily	Graduate Sr	\$50,000 - \$	Control Cell	3 5 4 2 1	2 1 3		5 1 8 3 2	2 1
R_Ork8dugEvI0eFU1			2-3 times a	Graduate Sr	\$35,000 - \$	Control Cell	3 4 2 5 1	2 1 3		4 3 1 7 6	2 1
R_dnXxhl9iBmo2789			2-3 times a	High schoo	\$100,000 -	Control Cell	5 3 4 2 1	1 2 3		8 2 6 4 1	2 1
R_0J57eglmz3zUXCI			Once a wee	Graduate Sr	\$50,000 - \$	Control Cell	1 4 3 2 5	1 2 3		6 5 4 8 3	1 2
R_1X0my1XpbBNAdIH		None of the above		Graduate Sr	\$35,000 - \$	Control Cell	4 5 2 1 3	2 1 3		4 2 1 8 6	2 1
R_6LSEaPKeNCJVMvX		None of the above		Graduate Sr	\$125,000 a	Control Cell	1 2 5 3 4	2 1 3		2 1 6 5 7	2 1
R_a4y1PoWS4DfJ2T3			2-3 times a	College/Sor	\$125,000 a	Control Cell	4 3 5 1 2	1 2 3		7 2 8 1 6	2 1
R_9SsdVzoDV4zFQNL			Less than o	Graduate Sr	\$125,000 a	Control Cell	2 5 3 1 4	2 1 3		8 3 5 6 4	1 2
R_bOBu4BWuyfCkhi5			Daily	College/Sor	\$75,000 - \$	Control Cell	2 4 5 1 3	2 1 3		5 4 3 2 7	2 1
R_3dC04lcMtYyLvO5				Graduate Sr	\$125,000 a	Control Cell	1 5 4 3 2	1 2 3		5 3 6 2 4	1 2
R_87X4Yk6TtTnL9Fr			Daily	High schoo	\$35,000 - \$	Control Cell	2 1 4 3 5	2 1 3		2 3 6 5 4	2 1

Exhibit 10—Disposition of Contacts



Keegan & Company LLC

Timelines, Inc. v. Facebook, Inc.

Disposition of Contacts

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