

RESP\_ID 53191  
 Age: 50 or above  
 Gender: Female  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 I don't know.  
 Q4.0 [Have you ever heard of...?]  
       lulu No  
       mySpace Yes  
       youtube No  
       photobucket No  
       digg No  
       moho No  
 Q4.1 [Have you ever heard of...?]  
       lulu na  
       myspace na  
       youtube na  
       photobucket na  
       digg na  
       moho na

RESP\_ID 53196  
 Age: 50 or above  
 Gender: Male  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 YouTube and most of the news channels.  
 Q3.1 Nafa and MySpace.  
 Q4.0 [Have you ever heard of...?]  
       lulu No  
       mySpace Yes  
       youtube na  
       photobucket No  
       digg No  
       moho No  
 Q4.1 [Have you ever heard of...?]  
       lulu na  
       myspace na  
       youtube na  
       photobucket na  
       digg na  
       moho na

RESP\_ID 53477  
 Age: 14 to 29  
 Gender: Female  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 AOL radio and video and Yahoo music.  
 Q3.1 Um, I don't know, that is it.  
 Q4.0 [Have you ever heard of...?]  
       lulu No  
       mySpace Yes  
       youtube Yes  
       photobucket No  
       digg Yes  
       moho No  
 Q4.1 [Have you ever heard of...?]  
       lulu na  
       myspace na  
       youtube na  
       photobucket na  
       digg na  
       moho na

RESP\_ID 53570  
 Age: 14 to 29  
 Gender: Female  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 Um, YouTube.  
 Q3.1 Um, MySpace.  
 Q4.0 [Have you ever heard of...?]  
     lulu No  
     mySpace na  
     youtube na  
     photobucket Yes  
     digg No  
     moho No  
 Q4.1 [Have you ever heard of...?]  
     lulu na  
     myspace na  
     youtube na  
     photobucket na  
     digg na  
     moho na

RESP\_ID 53637  
 Age: 50 or above  
 Gender: Female  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 YouTube.  
 Q3.1 I can't think of any.  
 Q4.0 [Have you ever heard of...?]  
     lulu No  
     mySpace Yes  
     youtube na  
     photobucket No  
     digg No  
     moho No  
 Q4.1 [Have you ever heard of...?]  
     lulu na  
     myspace na  
     youtube na  
     photobucket na  
     digg na  
     moho na

RESP\_ID 53894  
 Age: 30 to 49  
 Gender: Male  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 FOX news, CNN, YouTube, MySpace. That's all I can think of  
 right now.  
 Q3.1 That's all I can think of right now.  
 Q4.0 [Have you ever heard of...?]  
     lulu No  
     mySpace na  
     youtube na  
     photobucket Yes  
     digg Yes  
     moho No  
 Q4.1 [Have you ever heard of...?]  
     lulu na  
     myspace na  
     youtube na  
     photobucket na  
     digg na  
     moho na

RESP\_ID 53941  
Age: 14 to 29  
Gender: Female  
Q3.0 [Names of internet sites that offer video content]  
Q3.0 I can't really think of any right now. Just like when I go on  
Yahoo, I just don't know of any specific sites.  
Q4.0 [Have you ever heard of...?]  
lulu na  
mySpace na  
youtube na  
photobucket na  
digg na  
moho na  
Q4.1 [Have you ever heard of...?]  
lulu No  
myspace Yes  
youtube Yes  
photobucket No  
digg No  
moho No

RESP\_ID 54086  
Age: 30 to 49  
Gender: Male  
Q3.0 [Names of internet sites that offer video content]  
Q3.0 ESPN.com  
Q3.1 I don't know.  
Q4.0 [Have you ever heard of...?]  
lulu No  
mySpace Yes  
youtube Yes  
photobucket No  
digg No  
moho No  
Q4.1 [Have you ever heard of...?]  
lulu na  
myspace na  
youtube na  
photobucket na  
digg na  
moho na

RESP\_ID 54103  
Age: 30 to 49  
Gender: Female  
Q3.0 [Names of internet sites that offer video content]  
Q3.0 YouTube, MySpace and Yahoo.  
Q3.1 None.  
Q4.0 [Have you ever heard of...?]  
lulu No  
mySpace na  
youtube na  
photobucket No  
digg No  
moho No  
Q4.1 [Have you ever heard of...?]  
lulu na  
myspace na  
youtube na  
photobucket na  
digg na  
moho na

RESP\_ID 54247  
 Age: 14 to 29  
 Gender: Male  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 MySpace.  
 Q3.1 Break.  
 Q4.0 [Have you ever heard of...?]  
       lulu No  
       mySpace na  
       youtube Yes  
       photobucket Yes  
       digg No  
       moho No  
 Q4.1 [Have you ever heard of...?]  
       lulu na  
       myspace na  
       youtube na  
       photobucket na  
       digg na  
       moho na

RESP\_ID 54273  
 Age: 14 to 29  
 Gender: Male  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 YouTube.  
 Q3.1 MySpace.  
 Q4.0 [Have you ever heard of...?]  
       lulu Yes  
       mySpace na  
       youtube na  
       photobucket No  
       digg No  
       moho No  
 Q4.1 [Have you ever heard of...?]  
       lulu na  
       myspace na  
       youtube na  
       photobucket na  
       digg na  
       moho na

RESP\_ID 54339  
 Age: 30 to 49  
 Gender: Male  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 Uh, I cannot think of any.  
 Q4.0 [Have you ever heard of...?]  
       lulu na  
       mySpace na  
       youtube na  
       photobucket na  
       digg na  
       moho na  
 Q4.1 [Have you ever heard of...?]  
       lulu Yes  
       myspace Yes  
       youtube Yes  
       photobucket Yes  
       digg No  
       moho No

RESP\_ID 54341  
 Age: 30 to 49  
 Gender: Female  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 YouTube.  
 Q3.1 I know there are others out there, but I just don't know their names.  
 Q4.0 [Have you ever heard of...?]  
       lulu No  
       mySpace Yes  
       youtube na  
       photobucket No  
       digg No  
       moho No  
 Q4.1 [Have you ever heard of...?]  
       lulu na  
       myspace na  
       youtube na  
       photobucket na  
       digg na  
       moho na

RESP\_ID 54398  
 Age: 50 or above  
 Gender: Female  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 Mary Kay.  
 Q3.1 None.  
 Q4.0 [Have you ever heard of...?]  
       lulu No  
       mySpace Yes  
       youtube Yes  
       photobucket Yes  
       digg No  
       moho No  
 Q4.1 [Have you ever heard of...?]  
       lulu na  
       myspace na  
       youtube na  
       photobucket na  
       digg na  
       moho na

RESP\_ID 54593  
 Age: 14 to 29  
 Gender: Female  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 NBC.com and ABC.com.  
 Q3.1 YouTube.  
 Q4.0 [Have you ever heard of...?]  
       lulu No  
       mySpace Yes  
       youtube na  
       photobucket Yes  
       digg No  
       moho No  
 Q4.1 [Have you ever heard of...?]  
       lulu na  
       myspace na  
       youtube na  
       photobucket na  
       digg na  
       moho na

RESP\_ID 54641  
 Age: 30 to 49  
 Gender: Male  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 Um, YouTube, um, I'm not sure. I can't think of any other sites.  
 Q3.1 I can't think of any.  
 Q4.0 [Have you ever heard of...?]  
       lulu No  
       mySpace Yes  
       youtube na  
       photobucket Yes  
       digg Yes  
       moho No  
 Q4.1 [Have you ever heard of...?]  
       lulu na  
       myspace na  
       youtube na  
       photobucket na  
       digg na  
       moho na

RESP\_ID 54871  
 Age: 30 to 49  
 Gender: Female  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 None.  
 Q4.0 [Have you ever heard of...?]  
       lulu na  
       mySpace na  
       youtube na  
       photobucket na  
       digg na  
       moho na  
 Q4.1 [Have you ever heard of...?]  
       lulu No  
       myspace Yes  
       youtube No  
       photobucket No  
       digg No  
       moho No

RESP\_ID 54928  
 Age: 14 to 29  
 Gender: Female  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 I don't know.  
 Q4.0 [Have you ever heard of...?]  
       lulu na  
       mySpace na  
       youtube na  
       photobucket na  
       digg na  
       moho na  
 Q4.1 [Have you ever heard of...?]  
       lulu No  
       myspace Yes  
       youtube Yes  
       photobucket Yes  
       digg No  
       moho No

RESP\_ID 54929  
 Age: 50 or above  
 Gender: Male  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 Google, Yahoo. Let me think. No, that's about it.  
 Q3.1 I can't think of any.  
 Q4.0 [Have you ever heard of...?]  
       lulu No  
       mySpace Yes  
       youtube Yes  
       photobucket No  
       digg No  
       moho No  
 Q4.1 [Have you ever heard of...?]  
       lulu na  
       myspace na  
       youtube na  
       photobucket na  
       digg na  
       moho na

RESP\_ID 54949  
 Age: 30 to 49  
 Gender: Male  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 Hard to determine, not offhand.  
 Q4.0 [Have you ever heard of...?]  
       lulu No  
       mySpace Yes  
       youtube No  
       photobucket No  
       digg No  
       moho No  
 Q4.1 [Have you ever heard of...?]  
       lulu na  
       myspace na  
       youtube na  
       photobucket na  
       digg na  
       moho na

RESP\_ID 55128  
 Age: 14 to 29  
 Gender: Male  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 Don't know.  
 Q4.0 [Have you ever heard of...?]  
       lulu na  
       mySpace na  
       youtube na  
       photobucket na  
       digg na  
       moho na  
 Q4.1 [Have you ever heard of...?]  
       lulu No  
       myspace Yes  
       youtube Yes  
       photobucket Yes  
       digg No  
       moho No

RESP\_ID 55303  
 Age: 30 to 49  
 Gender: Male  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 YouTube.  
 Q3.1 Only one that comes to mind.  
 Q4.0 [Have you ever heard of...?]  
     lulu No  
     mySpace Yes  
     youtube na  
     photobucket No  
     digg No  
     moho No  
 Q4.1 [Have you ever heard of...?]  
     lulu na  
     myspace na  
     youtube na  
     photobucket na  
     digg na  
     moho na

RESP\_ID 55764  
 Age: 30 to 49  
 Gender: Male  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 NBC.com, YouTube and NPR.  
 Q3.1 [not asked]  
 Q4.0 [Have you ever heard of...?]  
     lulu na  
     mySpace na  
     youtube na  
     photobucket na  
     digg na  
     moho na  
 Q4.1 [Have you ever heard of...?]  
     lulu No  
     myspace Yes  
     youtube Yes  
     photobucket No  
     digg Yes  
     moho No

RESP\_ID 55830  
 Age: 30 to 49  
 Gender: Male  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 iTunes, Netflix and Xbox live.  
 Q3.1 I can't think of any other.  
 Q4.0 [Have you ever heard of...?]  
     lulu No  
     mySpace Yes  
     youtube Yes  
     photobucket No  
     digg No  
     moho No  
 Q4.1 [Have you ever heard of...?]  
     lulu na  
     myspace na  
     youtube na  
     photobucket na  
     digg na  
     moho na



RESP\_ID 55911  
 Age: 14 to 29  
 Gender: Female  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 Uh, Yahoo, MSN, MSNBC, um, Google, um, MySpace. These are all I can think of. Oh, and the movies, NBC, ABC, all the networks, FOX, Disney.  
 Q3.1 None.  
 Q4.0 [Have you ever heard of...?]  
     lulu No  
     mySpace Yes  
     youtube Yes  
     photobucket No  
     digg No  
     moho No  
 Q4.1 [Have you ever heard of...?]  
     lulu na  
     myspace na  
     youtube na  
     photobucket na  
     digg na  
     moho na

RESP\_ID 56013  
 Age: 30 to 49  
 Gender: Male  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 Video content and YouTube.  
 Q3.1 Um, trying to think of one. IBMS. It's a movie site.  
 Q4.0 [Have you ever heard of...?]  
     lulu No  
     mySpace Yes  
     youtube na  
     photobucket Yes  
     digg No  
     moho No  
 Q4.1 [Have you ever heard of...?]  
     lulu na  
     myspace na  
     youtube na  
     photobucket na  
     digg na  
     moho na

RESP\_ID 56014  
 Age: 30 to 49  
 Gender: Male  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 KCRA.com, MSN and ESPN.  
 Q3.1 None.  
 Q4.0 [Have you ever heard of...?]  
     lulu No  
     mySpace Yes  
     youtube Yes  
     photobucket No  
     digg No  
     moho No  
 Q4.1 [Have you ever heard of...?]  
     lulu na  
     myspace na  
     youtube na  
     photobucket na  
     digg na  
     moho na

RESP\_ID 56335  
 Age: 14 to 29  
 Gender: Female  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 YouTube.  
 Q3.1 MySpace.  
 Q4.0 [Have you ever heard of...?]  
       lulu No  
       mySpace na  
       youtube na  
       photobucket Yes  
       digg No  
       moho No  
 Q4.1 [Have you ever heard of...?]  
       lulu na  
       myspace na  
       youtube na  
       photobucket na  
       digg na  
       moho na

RESP\_ID 56740  
 Age: 30 to 49  
 Gender: Male  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 iTunes, CBS and ABC.  
 Q3.1 None.  
 Q4.0 [Have you ever heard of...?]  
       lulu Yes  
       mySpace Yes  
       youtube Yes  
       photobucket No  
       digg No  
       moho No  
 Q4.1 [Have you ever heard of...?]  
       lulu na  
       myspace na  
       youtube na  
       photobucket na  
       digg na  
       moho na

RESP\_ID 56772  
 Age: 14 to 29  
 Gender: Female  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 Yahoo movies, YouTube. That's it that I can think of.  
 Q3.1 No, I know there's hundreds, but I just can't think of any.  
 Q4.0 [Have you ever heard of...?]  
       lulu No  
       mySpace Yes  
       youtube na  
       photobucket No  
       digg No  
       moho No  
 Q4.1 [Have you ever heard of...?]  
       lulu na  
       myspace na  
       youtube na  
       photobucket na  
       digg na  
       moho na