

RESP\_ID 62459  
 Age: 30 to 49  
 Gender: Female  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 Hm, ABC.com.  
 Q3.1 CNN.com, um, local news channels.  
 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 62868  
 Age: 30 to 49  
 Gender: Male  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 YouTube.  
 Q3.1 CNN.  
 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 62969  
 Age: 30 to 49  
 Gender: Male  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 YouTube.  
 Q3.1 None.  
 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 63105  
 Age: 50 or above  
 Gender: Female  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 I don't do that.  
 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 63149  
 Age: 30 to 49  
 Gender: Female  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 CBS, ABC, SCI FI, YouTube and Buddy TV.  
 Q3.1 Same ones.  
 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 63538  
 Age: 14 to 29  
 Gender: Female  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 YouTube.  
 Q3.1 No others.  
 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 63755  
 Age: 30 to 49  
 Gender: Female  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 YouTube and ABC.  
 Q3.1 I can't think of others.  
 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 63863  
 Age: 14 to 29  
 Gender: Male  
 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 Yes  
       photobucket Yes  
       digg No  
       moho No

RESP\_ID 63949  
 Age: 30 to 49  
 Gender: Male  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 YouTube, ESPN and MSNBC.  
 Q3.1 CNN, CBS and ABC.  
 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 64013  
Age: 30 to 49  
Gender: Female  
Q3.0 [Names of internet sites that offer video content]  
Q3.0 YouTube, iTunes, um, Funbox.  
Q3.1 Um, I don't know honestly.  
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 64262  
Age: 14 to 29  
Gender: Male  
Q3.0 [Names of internet sites that offer video content]  
Q3.0 Um, YouTube. Um, that's all about it right now that I can think of.  
Q3.1 Um, let's see NetFlix, I guess. That's it right off the top of my head.  
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 64341  
Age: 14 to 29  
Gender: Female  
Q3.0 [Names of internet sites that offer video content]  
Q3.0 YouTube.  
Q3.1 Um, IMEEM.com, um, projectplaylist.com.  
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 64437  
 Age: 14 to 29  
 Gender: Female  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 Yahoo music and YouTube.  
 Q3.1 None.  
 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 64663  
 Age: 50 or above  
 Gender: Female  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 None that I can think of.  
 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 64884  
 Age: 14 to 29  
 Gender: Female  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 YouTube.  
 Q3.1 Funnyjunk.  
 Q4.0 [Have you ever heard of...?]  
       lulu Yes  
       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 64987  
 Age: 14 to 29  
 Gender: Male  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 Just MySpace and YouTube.  
 Q3.1 That would be it.  
 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 65066  
 Age: 30 to 49  
 Gender: Female  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 YouTube and MySpace.  
 Q3.1 That would be all that can come to my mind.  
 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 65122  
 Age: 30 to 49  
 Gender: Male  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 YouTube by CNN. I think all the major networks have video sites as well.  
 Q3.1 YouTube, CNN, Google, ABC and FOX.  
 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 65242  
 Age: 50 or above  
 Gender: Male  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 YouTube, CBS and major networks.  
 Q3.1 MySpace and AOLmusic.com.  
 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 65491  
 Age: 14 to 29  
 Gender: Female  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 Univision.  
 Q3.1 I don't know anymore.  
 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 65638  
 Age: 50 or above  
 Gender: Male  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 ATT Bluetooth.  
 Q3.1 Um, YouTube.  
 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 65662  
 Age: 50 or above  
 Gender: Male  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 Microsoft Network.  
 Q3.1 Google.com, YouTube and Facebook.  
 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 65799  
 Age: 14 to 29  
 Gender: Male  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 Medcafe, YouTube and Youporn.  
 Q3.1 None.  
 Q4.0 [Have you ever heard of...?]  
     lulu No  
     mySpace Yes  
     youtube na  
     photobucket No  
     digg Yes  
     moho Yes  
 Q4.1 [Have you ever heard of...?]  
     lulu na  
     myspace na  
     youtube na  
     photobucket na  
     digg na  
     moho na

RESP\_ID 66046  
 Age: 50 or above  
 Gender: Male  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 Apple.  
 Q3.1 Rotten Tomatoes. Either Fried Green Tomatoes or Rotten Tomatoes.  
 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 66220  
 Age: 30 to 49  
 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 No  
     digg No  
     moho No

RESP\_ID 66292  
 Age: 14 to 29  
 Gender: Female  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 VEOH and TIVO.  
 Q3.1 Um, I can't think of any more.  
 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 66382  
 Age: 30 to 49  
 Gender: Male  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 YouTube, ESPN and New York Times.  
 Q3.1 None.  
 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 66426  
 Age: 50 or above  
 Gender: Male  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 Um, I just go to end something.  
 Q3.1 None.  
 Q4.0 [Have you ever heard of...?]  
       lulu No  
       mySpace No  
       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 66435  
 Age: 14 to 29  
 Gender: Female  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 YouTube and um, I have some work sites with Podcast on air, and  
 I look at iTunes.  
 Q3.1 ABC website.  
 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 66735  
 Age: 14 to 29  
 Gender: Male  
 Q3.0 [Names of internet sites that offer video content]  
 Q3.0 NFL and Yahoo.  
 Q3.1 YouTube.  
 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