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**The New Social Clicks:
2011 Online Survey of
Washingtonians of 45+
About Social Networking**

October 2011



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Report Prepared by Brittne Nelson, PhD

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The New Social Clicks: 2011 Survey of Online Washingtonians Age 45+ about Social Networking

This survey was conducted to assess Washington State residents' experiences with social networking, video-chat, and online dating.

The survey findings are based on a telephone survey conducted September 9, 2011 to September 15, 2011 of adults age 45+ who have ever been online and used the Internet. A total of 1,000 interviews were completed yielding a sampling error of +/- 3.1%.

Survey Findings

| | |
|--|----|
| Internet Use, Access, and Familiarity..... | 1 |
| Online Dating..... | 3 |
| General Social Networking Attitudes and Use..... | 4 |
| Facebook..... | 8 |
| Twitter..... | 12 |
| Video-Chat..... | 14 |
| Summary of Respondents..... | 17 |
| Methodology..... | 18 |
| Annotated Questionnaire..... | 19 |

SURVEY-IN-BRIEF

- ❖ **Seventy-three percent of online Washington adults age 45+ access the Internet at least one time a day for personal use.**
 - ✓ Ninety-two percent of respondents are comfortable using the Internet.
 - ✓ Seventy-nine percent connect with a desktop computer.
 - ✓ Eighty-three percent of respondents are concerned about online safety.
- ❖ **Social networking is seen in both a positive and a negative light.**
 - ✓ Sixty-five percent say social networking websites are a great way for people to stay in touch.
 - ✓ Forty percent say social networking websites are a "waste of time."
- ❖ **Seventy percent have at least one social networking account.**
 - ✓ Facebook, LinkedIn, and online communities related to hobbies or personal interests are the most popular social networking websites.
 - ✓ Forty-nine percent have had their LinkedIn account less than two years.
 - ✓ Seventy-three percent learned about social networking through a child or a friend.

The New Social Clicks: 2011 Survey of Online Washingtonians Age 45+ about Social Networking

SURVEY-IN-BRIEF

❖ **Fifty-six percent have a Facebook account.**

- ✓ Most respondents use Facebook to keep in touch with friends, family members, and get in touch with people from their past.
- ✓ While many say social connection activities are extremely or very important, the rates of actual connections through Facebook are not consistent with attitudes, particularly for keeping in touch with children or grandchildren.
- ✓ Many use Facebook to connect with people from the past, play games, and meet new people even though few say these activities are extremely or very important to them.
- ✓ The most common reasons for not having a Facebook account are a lack of interest, concerns about personal privacy and online safety.

❖ **Thirteen percent of unmarried respondents have visited an online dating site.**

- ✓ There are no gender differences among those who have visited an online dating site.

❖ **Nine percent have a Twitter account.**

- ✓ The most common Twitter activities are getting news or information quickly, keeping in touch with friends, and raising awareness about an issue.
- ✓ The most common reasons for not having a Twitter account are lack of interest, concerns about personal privacy and online safety, and not knowing how to use it.

❖ **Sixty-nine percent have heard about video-chat.**

- ✓ Fifty-seven percent of those who have heard of video-chat have used it at least once.
- ✓ Thirty-one percent have used video-chat to talk to children, family members, or friends.
- ✓ Twenty-seven percent have used video-chat to attend a meeting.
- ✓ Seventy-two percent use video-chat to talk to someone who lives more than 500 miles away from them.
- ✓ The most common reasons for not using video-chat are: lack of interest, not knowing how to use it, concerns about personal and online privacy, not knowing anyone else using video-chat, and a lack of a web camera.
- ✓ Non-users of video-chat say they would be likely to use it to talk to their children, grandchildren, and healthcare or service providers.

Findings

Internet Use, Access, and Familiarity

Seventy-three percent of online Washington adults age 45+ access the Internet at least one time a day for personal use.

Once thought of as only an academic tool, the Internet has become a mainstream vehicle for business and social needs. Accessing the Internet provides people with an infinite amount of opportunities to engage socially at a local and global level. Nielsen, a global leader in consumer measurement and information, estimates 80 percent of Americans have access to the Internet from their home.¹ Among Washington residents age 45+ who have ever accessed the Internet, three in four access the Internet at least once a day.

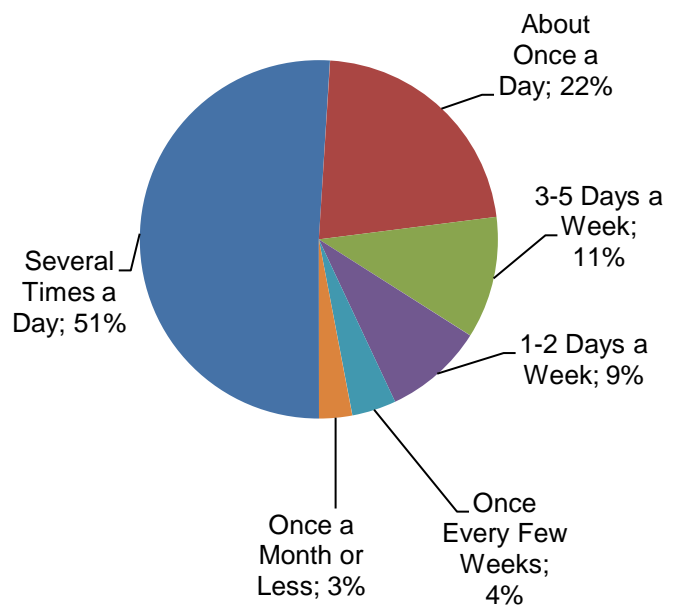
Although Nielsen touts the ability of Americans to be able to access the Internet, there are sharp differences in how people connect to the Internet. In spite of high speed Internet connection options such as broadband or fiber optics, connecting to the Internet from dial-up is still the only feasible option for many Americans.

Indeed, eight percent of online Washington adults age 45+ connect to the Internet through dial-up.

Although a desktop computer is the most common device respondents use to connect to the Internet, one in eight uses a tablet computer, e-reader, or mp3 device player to access the Internet.

When asked about the type of device used to connect to the Internet, the desktop computer remains the top electronic device. However, one in eight say they use contemporary devices such as a tablet computer, e-reader, or mp3 device player to connect to the Internet.

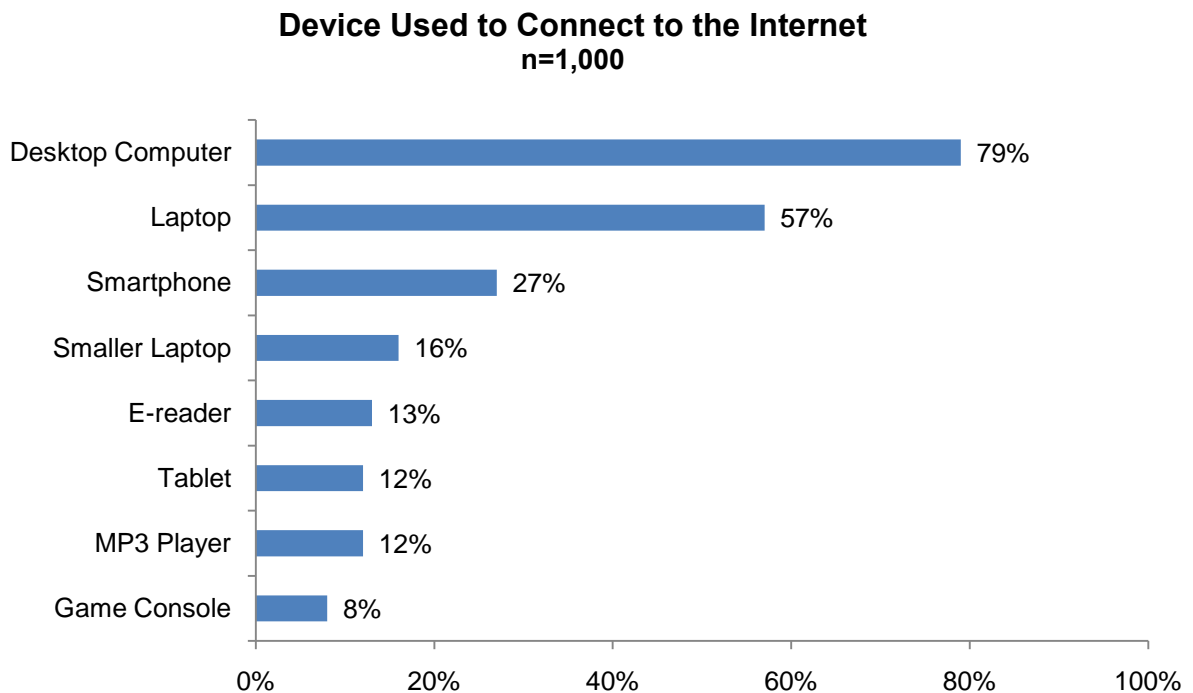
Frequency Online for Personal Use
n=1,000



¹ Retrieved October 3, 2011 at http://blog.nielsen.com/nielsenwire/online_mobile/home-Internet-access-continuing-to-grow-but-big-differences-among-demographics/

While a strong percentage of online Washingtonians use contemporary devices like smartphones, tablet computers, and game consoles to connect to the Internet, the tried and true desktop computer is the device used to access the Internet most frequently. Over half (55%) say a desktop computer is the device they use the most to connect to the Internet, while one-third (33%) say a laptop is their most frequent device.

Fewer than six percent say they use a contemporary device as their main mode of connecting to the Internet (*main device used to connect to the Internet: smart-phone: 6%; tablet computer: 3%; small laptop: 1%, mp3 player: 1%; ereader: <.5%, game console: <.5%*).



Ninety-two percent of respondents are comfortable using the Internet.

Once the equivalent of a dark back alley, the Internet has experienced an extreme public opinion makeover. Nine in ten respondents say they are at least somewhat comfortable using the Internet (*extremely comfortable: 37%; very comfortable: 34%; somewhat comfortable: 22%*) while eight percent say they are not comfortable using the Internet (*not very comfortable: 6%; not at all comfortable: 2%*).

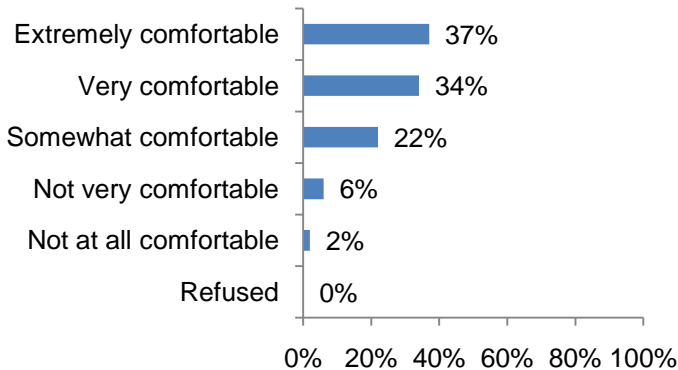
Not surprisingly, “power Internet users”, that is, respondents who are on the Internet frequently, are more likely to say they are extremely or very comfortable using the Internet compared to casual users (*online at least once a day: 82%; online 3-5 days a week or less: 38%*). Age is a factor as adults ages 45-55 are more likely to say they are extremely or very comfortable using the Internet compared to adults age 65+ (*ages 45-55: 80%; 56-64:73%; 65+: 56%*). Further research is needed to understand whether going online more frequently allows people to feel more comfortable using the Internet, or whether feeling comfortable using the Internet is a factor in how frequently people go online.

Eighty-three percent of respondents are concerned about online safety.

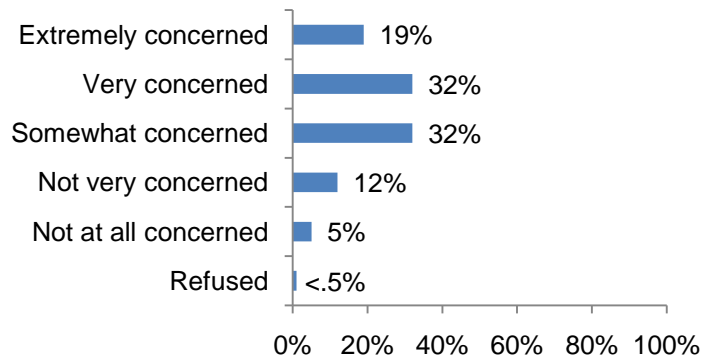
While the majority of respondents are comfortable using the Internet, a majority are also concerned about their online safety (*extremely concerned: 19%; very concerned: 32%; somewhat concerned: 32%*). Unlike online comfort, frequency online is not related to online safety concerns.

In spite of their social activity, 84 percent of respondents with one or more social networking accounts are concerned about their online safety. This rate is similar to those without any social networking account (*extremely/very/somewhat concerned and one or more social network account: 84%, extremely/very/somewhat concerned and 0 social networking accounts: 81%*).

Comfort Using the Internet
n=1,000



Concern About Online Safety
n=1,000

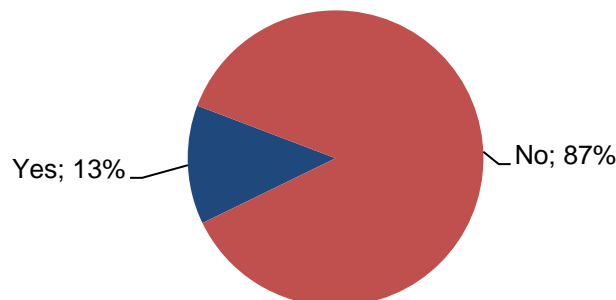


Online Dating

One in eight has visited an online dating site.

In addition to social networking, online dating websites offer a social and personal means of connecting. Among non-married respondents, 13 percent say they have visited an online dating site in the last 12 months. Unmarried men are just as likely to visit an online dating site as unmarried women.

Visited an Online Dating Site in the Last 12 Months
n=331 unmarried, online adults age 45+



General Social Networking Attitudes and Use

Two in three say social networking websites are a great way for people to stay in touch.

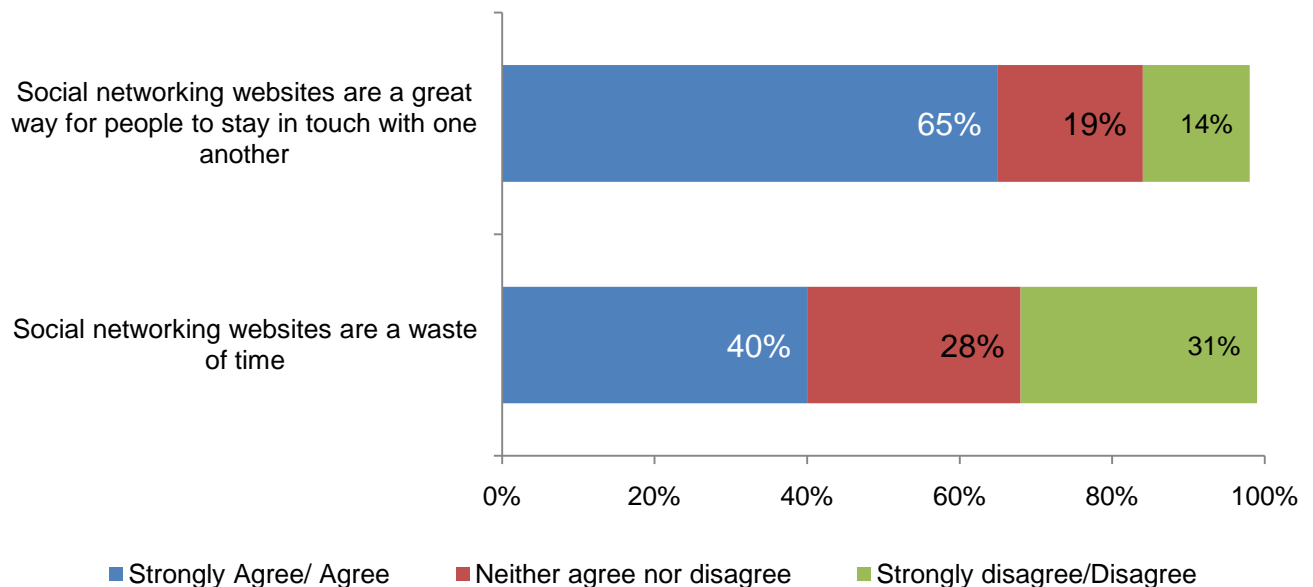
For better or for worse, social networks are here to stay. Fortunately, most online Washington adults age 45+ have a positive attitude about social networks. Sixty-five percent strongly agree (26%) or agree (40%) that social networking websites are a great way to stay in touch.

Respondents with the most positive attitude about social networking sites are social networking “super-users” and are more likely to have two or more social networking accounts (*2 or more social network accounts: 77%; 1 social network account: 67%; 0 social network accounts: 47%*).

On the opposite end of the spectrum, four in ten see social networking websites as a “waste of time.” These respondents are more likely to be the social networking “resisters” with zero social networking accounts (*2 or more social network accounts: 29%; 1 social network account: 42%; 0 social network accounts: 55%*). It is of note that over a quarter of social network “super-users” also agree that social networking sites are a waste of time. Perhaps in this context wasting time is a positive distraction from life stressors.

Respondent age is related to attitudes toward social networking. Compared to respondents age 65+, adults age 45-55 are more likely to see social networking as a great way to stay in touch with people (*ages 45-55: 78%; 55-64: 62%; 65+: 53%*) and less likely to see it as a waste of time (*ages 45-55: 34%; 55-64: 42%; 65+: 46%*).

Attitudes Toward Social Networking
n=1,000

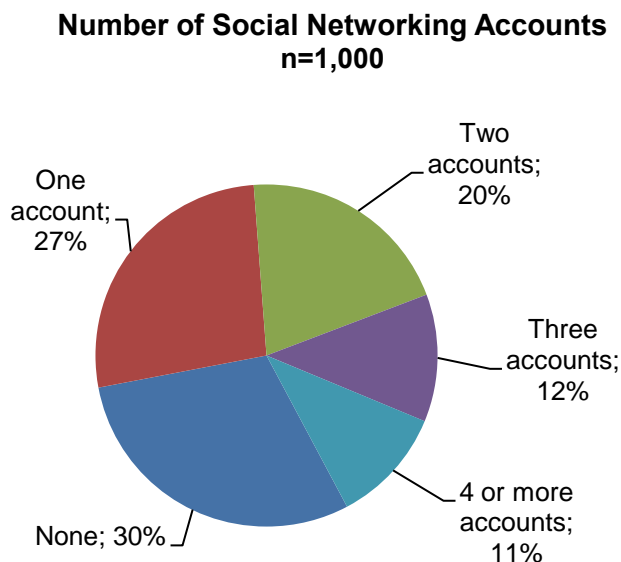


Seventy percent of survey respondents have at least one social networking account.

Social networking is ubiquitous to American life. Among online Washington adults age 45+, most (70%) have at least one social networking account. Younger respondents are more likely to have a social networking account. An examination of the number of social network accounts by age shows 80 percent of respondents age 45-55 have at least one social networking account; 70 percent of those age 55-64 have at least one account, and 59 percent of those age 65+ have at least one account. While most respondents have at least one social network account, fewer than half (43%) have two or more social networking accounts.

The opportunity for growth in social networking is limited only by interest and imagination. Among those with one social networking account, 63 percent have had the account less than two years. Among the “super-users,” that is, those with 2 or more social networking accounts, 88 percent have had at least one social networking account less than two years.

While it may seem that the oldest of the boomers (those age 65+) are new to social networking, the percentage of respondents with one social networking account who have had their account less than two years does not differ across the age groups (45-55: 60%; 55-64: 68%; 65+: 64%).



Facebook, LinkedIn, and online communities related to hobbies or personal interests are the most popular social networking websites.

When asked whether respondents had a current account with four general types of social networking websites and four specific websites, Facebook topped the list. Among those who have at least one social networking account, Facebook is also the social networking website visited most frequently.

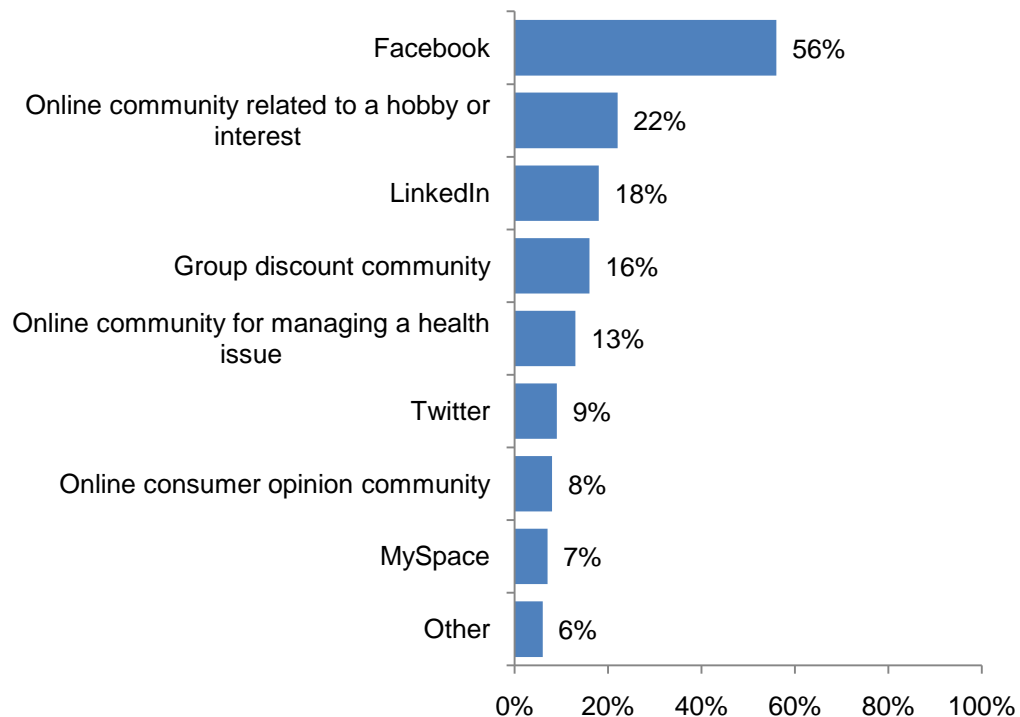
Online communities related to personal hobbies and interests are as diverse as the people who create and visit them. Hobby-related communities include topics as broad as pets, the arts, books,

and shopping and as niche as bird calling. The increase in Internet connection capabilities brings with it an increase in online socializing opportunities. One in five (22%) respondents says they have an account with a hobby-related online community.

LinkedIn is a professional networking site that can be used for enhancing one’s personal brand through career management, job search, recruiting employees, connecting with professionals while traveling, and sourcing business leads. Currently available in 200 countries, in March 2011, LinkedIn reached 100 million users at a rate of about 1 million new members a week.² In an examination of social networking website logins from July 2010 to January 2011 by Gigya, a premier provider of login tools, found while Facebook remained the “login of choice” researchers found LinkedIn logins increase from 3% to 20%.³

There are many ideas regarding the drivers of the increased popularity of LinkedIn. These include the need for people to be one-step ahead of economic uncertainty, the clean interface on LinkedIn that makes it easy to navigate, or the interest in maintaining multiple social identities. Indeed, about one in five Washington adults age 45+ say they currently have a LinkedIn account. While 50 percent say they have had the account more than two years, 30 percent have had the account less than one year.

Social Networking Account
n=1,000



² Retrieved October 12, 2011 at <http://blog.linkedin.com/2011/03/22/linkedin-100-million/>

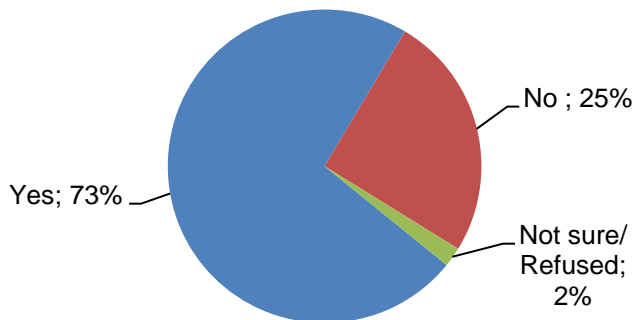
³ Retrieved October 3, 2011 at http://www.readwriteweb.com/archives/the_rise_of_linkedin_as_login_of_choice_infographi.php

Friends and family spread the word about social networking.

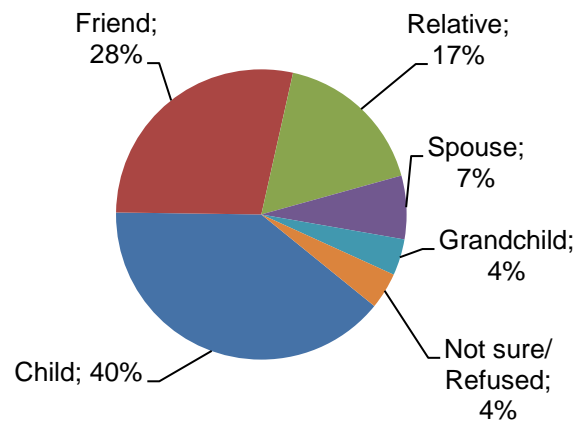
Among respondents with any social networking account, most learned about social networking through a family member, particularly a child or relative. Overall, 43 percent learned from a child or grandchild. About half of all adults ages 65+ learned about social networking from a child (37%) or grandchild (11%). Similar rates were found for adults ages 55-64 (child: 44%, grandchild 4%). Survey respondents ages 45-55 learned about social networking from friends (32%) as frequently as they did from children (37%) or grandchildren (1%).

While most respondents have not told or shown someone younger than them about social networking, one in six (16%) has introduced someone at least 10 years younger than themselves to social networking. In general, younger adults are more likely to spread the word about social networking than older adults; however, one in eight respondents ages 65+ with a social network account have introduced someone at least 10 years younger than themselves to social networking (ages 45-55: 21%; 56-64: 12%; 65+: 12%).

Awareness of Social Networking Through Family or Friend
(n=693 respondents with a social networking account)



Source of Social Networking Awareness
(n=502 respondents aware of social networking through family or friend)



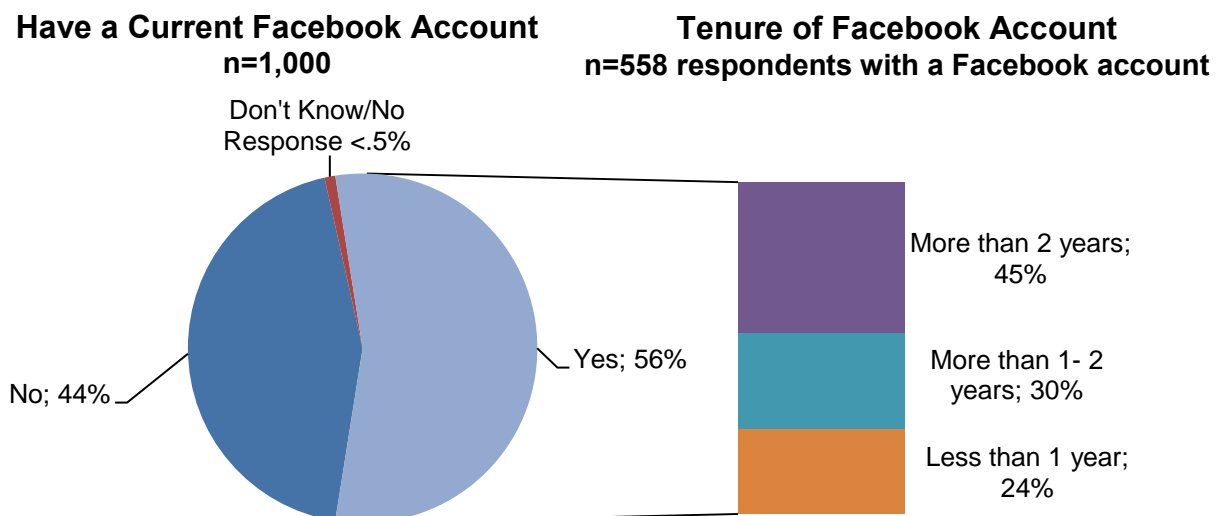
Facebook

While most have a Facebook account, two in five do not. Among those who do, most have had the account for over one year.

In 2003, Facebook did not exist. In less than a decade, Facebook, the social networking site that allows users to create a personal profile, add other users as friends, and exchange messages and review others profiles, has grown to 800 million users.⁴ In 2011, the Pew Research Center found in a national study that half of all U.S. adults age 18+, and one in three adults age 50-64 use a social networking site such as Facebook.⁵ Among Washington adults who use the Internet, more than half (56%) say they have a current Facebook account. Fifty-four percent have had the account less than two years.

While younger adults are more likely to have a Facebook account than older adults, two in five adults age 65+ say they are on Facebook (*ages 45-55: 66%; 56-64: 55%; 65+: 44%*).

Older Facebook members are more likely to be Facebook “newbies”—those who have had their account less than two years— than younger members (*ages 45-55: 48%; 55-64: 51% ; 65+: 70%*).



Most respondents use Facebook to keep in touch with friends and family members and to get in touch with people from their past.

Social networking sites provide an abundance of opportunities to connect and engage with people, brands, and causes. Facebook in particular provides many social opportunities to connect and engage. The most common Facebook activities among Washington adults age 45+ are keeping in touch with friends (86%), keeping in touch with extended family (78%), and getting in touch with people from the past (67%). Seventy-nine percent of respondents engage in three or more Facebook connection activities. Few respondents use Facebook for civic engagement. Less than one in six use Facebook to influence elected law-makers or officials and only 16 percent use Facebook to raise money for charity.

⁴ Retrieved October 3, 2011 at <http://mashable.com/2011/09/22/facebook-800-million-users/>

⁵ Retrieved October 3, 2011 at <http://pewInternet.org/Media-Mentions/2011/Pew-Half-of-US-adults-now-use-social-networks.aspx>

The rates of actual connections through Facebook are not consistent with espoused attitudes.

Gap Analyses are typically used to compare the difference between the potential and the actual in order to identify shortfalls. When looking at how social networking serves as a tool for maintaining connections, gaps between the importance of connecting activities and actual engagement of various social engagement activities on Facebook were identified. While many say social connection activities are extremely or very important, the rates of actual connections through Facebook are not consistent for all behaviors. For example, 85 percent of those with children say it is important to keep in touch with their kids, yet only 62 percent use Facebook to do so. Through the viewing of “what’s on your mind?” status updates, location check-ins, and real-time pictures, parents of any age could use Facebook to be engaged with their children but not all do.

Alternatively, rather than actual behavior being in-line with importance, some social connection activities, such as keeping in touch with friends, getting in touch with people from the past, meeting new people, or playing games are under-estimated in importance. For example, 60 percent of respondents say it is important for them to keep in touch with friends, yet 86 percent use Facebook for this activity. It appears Facebook helps satiate the need to be socially connected, even if the need is unconscious.

**GAP Analysis between Importance of Social Activity and Actual Facebook Use
(n=558 respondents with Facebook accounts)**

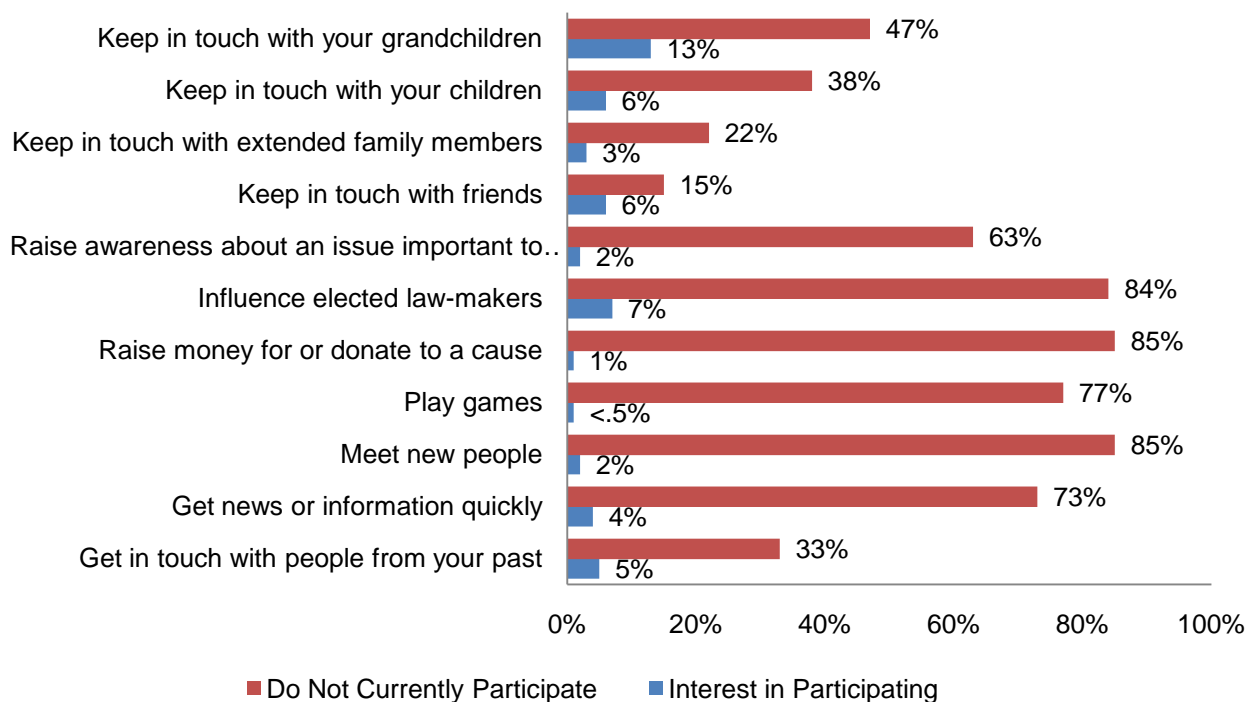
| Social Activity | GAP | Activity Importance | Facebook Activity |
|--|-------------|----------------------------|--------------------------|
| Keep in touch with grandchildren | -21% | 74%¹ | 53%² |
| Keep in touch with children | -23% | 85%³ | 62%⁴ |
| Keep in touch with extended family members | 16% | 62% | 78% |
| Keep in touch with friends | 26% | 60% | 86% |
| Raise awareness about an issue | -5% | 42% | 37% |
| Influence elected law-makers or officials | -28% | 44% | 16% |
| Raise money for or donate to a cause or charity | -17% | 33% | 16% |
| Play games | 13% | 10% | 23% |
| Meet new people | 5% | 10% | 15% |
| Get news or information quickly | -32% | 59% | 27% |
| Get in touch with people from the past | 51% | 16% | 67% |

¹n=535 respondents with grandchildren, ²n=146 respondents with grandchildren, ³n=768 respondents with children, ⁴n=271 respondents with children

An overwhelming majority of respondents who are not using Facebook to connect socially with others are not interested in using Facebook to engage.

Online Washington adults age 45+ are clear about their interests in Facebook. Aside from the one in eight grandparents who are interested in using Facebook to engage with their grandchildren, if they are not currently using Facebook to engage in a particular manner, they do not see the value in it.⁶

Interest in Facebook Activity
(n=among respondents with a Facebook account but not currently engaging in the specific activity)



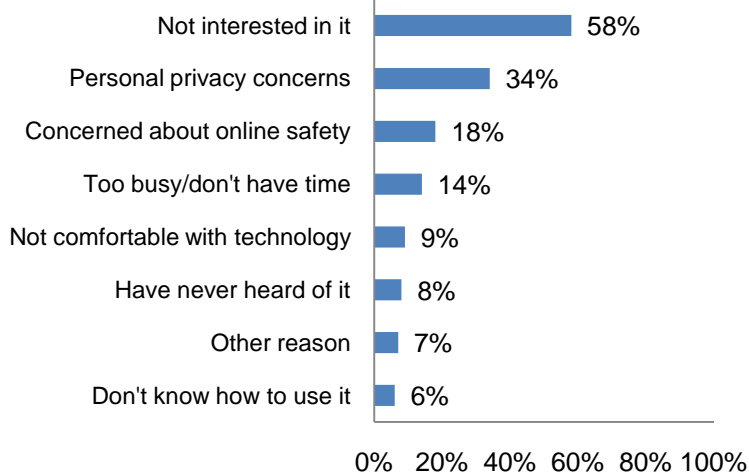
⁶ Keep in touch with grandchildren n=127; Keep in touch with children n=162; Keep in touch with extended family members n=116; Keep in touch with friends n=78; Raise awareness about an issue n=342; Influence elected law-makers or officials n=457; Raise money for or donate to a cause or charity= 461; Play games n=423; Meet new people n=463; Get news or information quickly n=397; Get in touch with people from the past n=180.

The most common reasons for not having a Facebook account are a lack of interest, concerns about personal privacy and online safety, and awareness.

The forty-four percent of online Washington adults age 45+ who do not have a Facebook account are very clear why they do not have a Facebook account—they are “just not interested.” Coincidentally, respondents without a Facebook are more likely to agree that social networking websites are a waste of time (*no Facebook account: 55%; Facebook account: 29%*).

However, many respondents do have legitimate reasons for not being on Facebook. While most have heard about it, one in three is concerned about personal privacy related to Facebook.

Reasons For Not Having a Facebook Account
n=436 respondents without a Facebook account



One in eight who does not have a Facebook account is interested in Facebook training.

Among those who do not have a Facebook account, few are enticed by the connection opportunities. Fewer than one in six are interested in using Facebook for any social connection opportunities asked in the survey. However, one in eight is interested in training related to using Facebook or training about maintaining online safety.

Interest in Using Facebook for Social Connection among Non-Facebook Users
(n=436 respondents without a Facebook account)

| Social Activity | Interest |
|---|----------|
| Keep in touch with grandchildren | 14% |
| Keep in touch with children | 16% |
| Keep in touch with extended family members | 15% |
| Keep in touch with friends | 14% |
| Raise awareness about an issue | 12% |
| Influence elected law-makers or officials | 7% |
| Raise money for or donate to a cause or charity | 6% |
| Play games | 5% |
| Meet new people | 4% |
| Get news or information quickly | 14% |
| Get in touch with people from the past | 12% |
| Receive training about how to use it | 13% |
| Receive training about online safety | 13% |

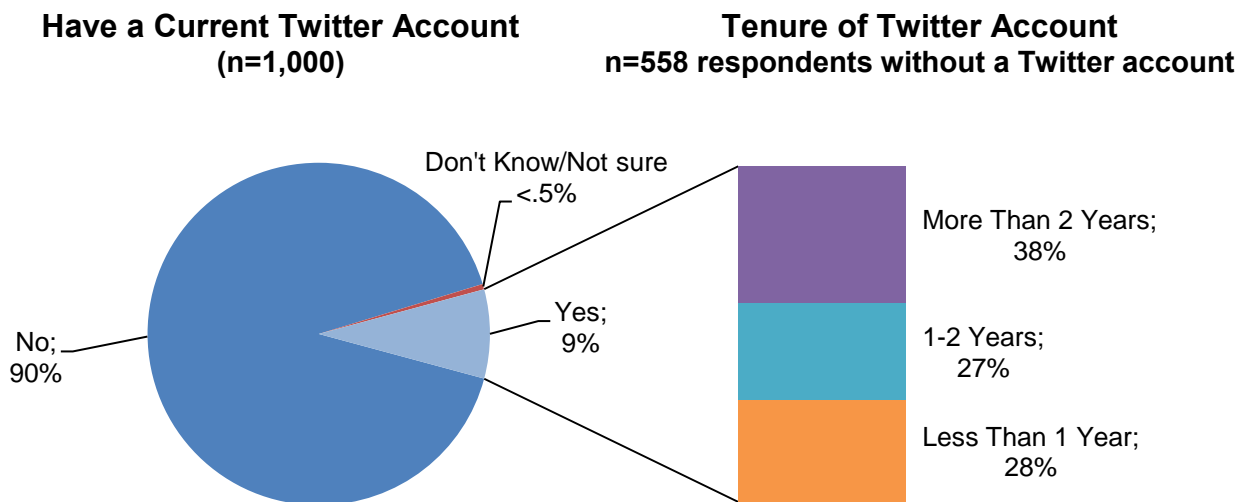
Twitter

One in ten online Washington adults age 45+ has a Twitter account.

Launched in 2006, Twitter is an online social networking website and microblogging service that allows members to send and read posts (known as “tweets”) of up to 140 characters. Not quite the powerhouse of Facebook in July 2011, Twitter was estimated at having 200 million accounts⁷. While Facebook encourages people to assume their real identity with one account per person in their real name, Twitter has no such rules of engagement and allows members to create multiple accounts using any username, also known as a “handle”.

While Twitter has experienced exponential growth since its launch, it trails Facebook in popularity. In July 2011, The Pew Research Center estimated that 13 percent of U.S. adults age 18+ had a Twitter account. This includes eight percent of adults age 50-64 and six percent of adults 65 or older⁸. Among online Washington adults age 45+, Twitter usage is inline with Pew’s estimate as nine percent overall say they have a Twitter account. Younger respondents are more likely to have a Twitter account than those ages 65+ (*ages 45-55: 11%; 55-+64:11%; 65+: 6%*).

Given the text-based, rapidly updated nature of Twitter, it is not surprising that Pew found 95 percent of Twitter users own a smartphone. Findings for online Washington adults age 45+ are comparable as 98 percent of those with a Twitter account also own a cell phone.



⁷ Retrieved October 3, 2011 at <http://mashable.com/2011/07/16/twitter-accounts-200-million/>

⁸ Retrieved October 3, 2011 at <http://www.pewInternet.org/Reports/2011/Twitter-Update-2011.aspx>

The most common Twitter activities are getting news or information quickly, keeping in touch with friends, and raising awareness about an issue.

Twitter can be used for a variety of social and civic engagement experiences related to information sharing and rapid feedback. Online Washington adults age 45+ with Twitter accounts say they use Twitter to get news quickly, keep in touch with friends, and raise awareness about issues important to them.

Diverting from the Facebook findings, civic engagement activities are higher among Twitter users. One in four has used it to raise awareness about an issue, and one in five has used it to influence an elected official or raise money for a cause. While the quick pace of Twitter makes it a potentially useful tool for civic engagement and news gathering; in general, there are many gaps between potential and actual use of Twitter for most social connection behaviors.

**Gap Analysis between Importance of Social Activity and Actual Twitter Use
(n=92 respondents with Twitter accounts)**

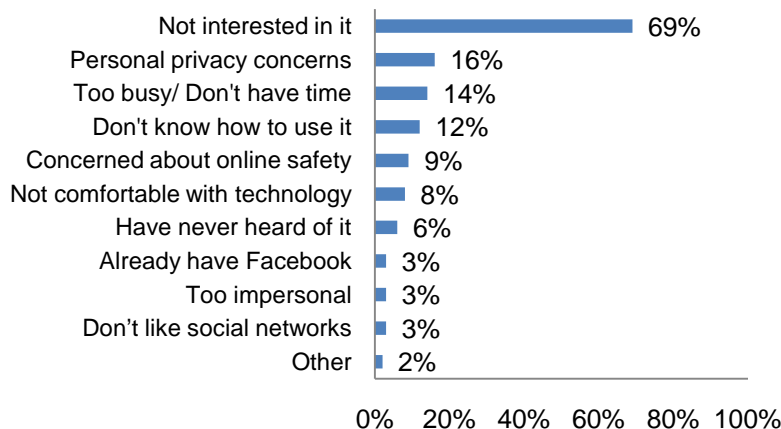
| Social Activity | GAP | Importance | Twitter Activity |
|---|------|------------------|------------------|
| Keep in touch with grandchildren | NA | 74% ¹ | --% ² |
| Keep in touch with children | -66% | 85% ³ | 19% ⁴ |
| Keep in touch with extended family members | -50% | 62% | 12% |
| Keep in touch with friends | -31% | 60% | 29% |
| Raise awareness about an issue | -15% | 42% | 27% |
| Influence elected law-makers or officials | -25% | 44% | 19% |
| Raise money for or donate to a cause or charity | -16% | 33% | 17% |
| Play games | -4% | 10% | 6% |
| Meet new people | 5% | 10% | 15% |
| Get news or information quickly | -9% | 59% | 50% |
| Get in touch with people from the past | -7% | 16% | 9% |

¹n=535 respondents with grandchildren, ²n=1 respondents with grandchildren, ³n=768 respondents with children, ⁴n=12 respondents with children

About one in seven say concerns about privacy, online safety, and familiarity with the technology discourages them from Twitter.

While most respondents say they are “just not interested” when asked why they do not have a Twitter account, about one in seven has concrete concerns. In general, tweets sent through Twitter are public unless the account is locked. One quarter of respondents say they are concerned about personal privacy (16%) or online safety (9%), and 12 percent don’t know how to use it.

**Reason For Not Having a Twitter Account
(n=904 respondents without a Twitter account)**

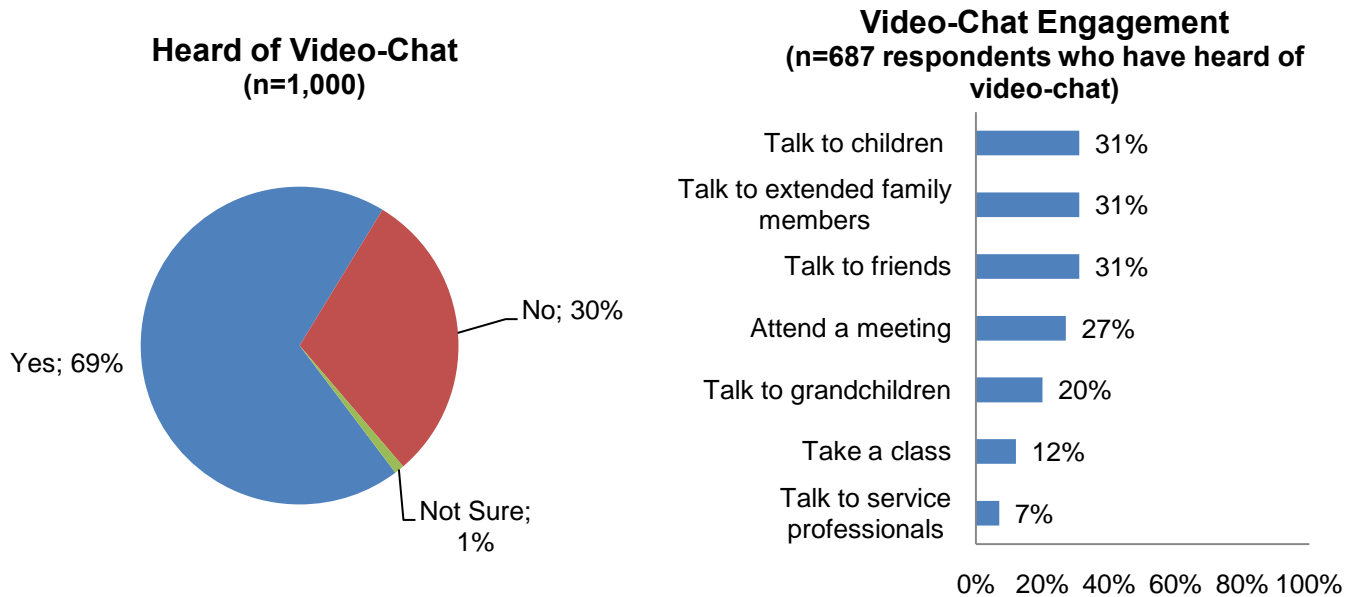


Video-Chat

Most respondents have heard about and used video-chat.

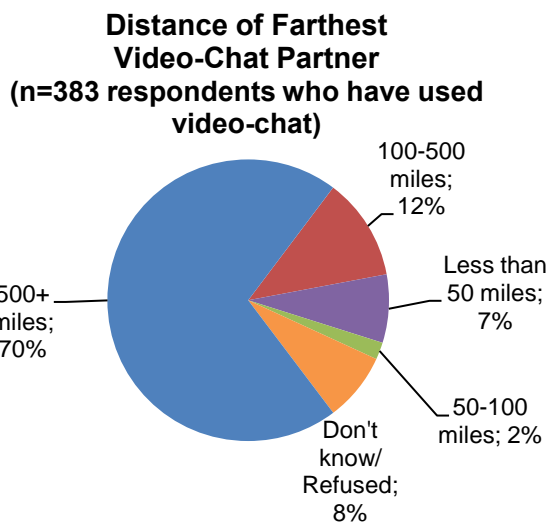
Video-chatting allows people to make phone calls over the Internet using web cameras to see the person they are calling while they are talking to them. While not a social network, video-chat allows users to maintain connections by engaging with others visually and audibly. Seven in ten online Washington adults age 45+ say they have heard of video-chat. Among all respondents, 38 percent have used video-chat. Among those who have heard of video-chat, 57 percent have used it for at least one engagement. Talking to friends and family are the most common uses of video-chat; however, one quarter have used it to attend a meeting, and seven percent have used it to talk to a healthcare provider or professional offering services.

Adults ages 45-55 are more likely than adults age 65+ to use video-chat particularly for beyond-traditional social connection uses such as to take a class (*ages 45-55: 15%; 65+: 4%*), attend a meeting (*ages 45-55: 32%; 65+: 14%*), or talk to healthcare providers or professional offering services (*ages 45-55: 9%; 65+: 6%*).



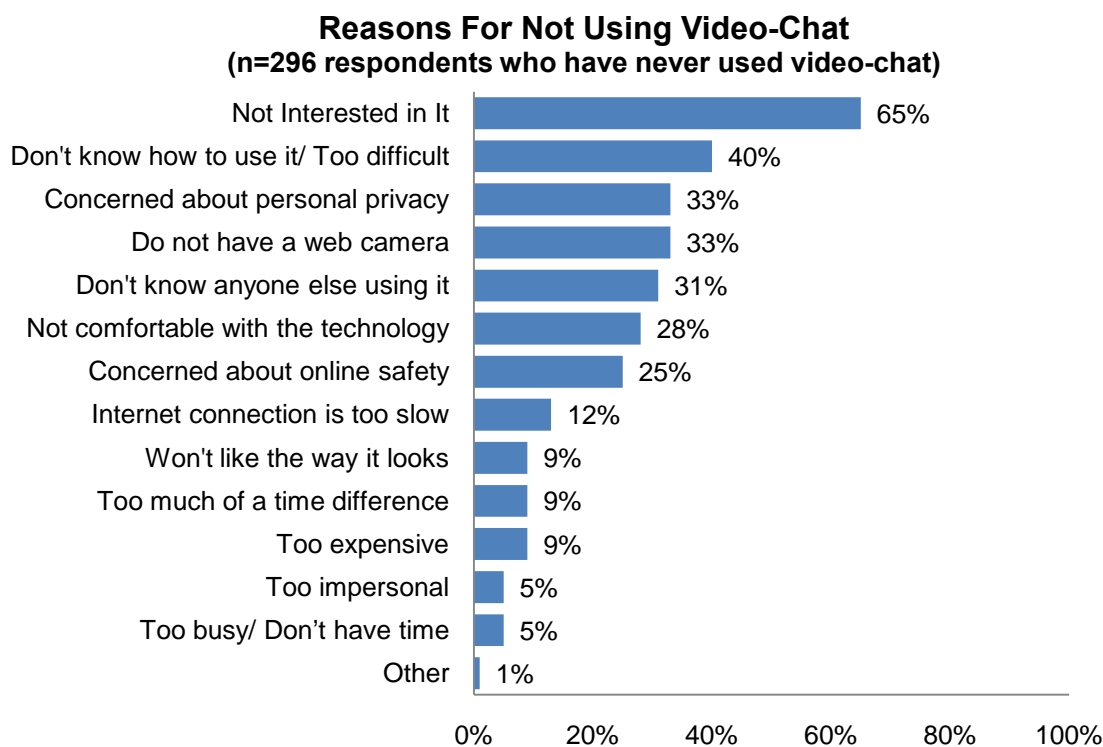
Seven in ten use video-chat to talk to someone who lives more than 500 miles away from them.

Video-chat is ideal for maintaining social ties across distances. Additionally, because the call is over the Internet, users do not incur long-distance telephone charges making video-chat economical as well as practical. Among respondents who use video-chat, many have already discovered video-chat's ability to keep them connected. Seven in ten say they use video-chat to talk to someone who lives more than 500 miles away from them.



Personal issues such as not knowing anyone else using video-chat, and technical issues such as a lack of a web camera inhibit one in three respondents from using video-chat.

Although a high percentage of non video-chat users say they do not use it because they are not interested, personal and technical issues inhibit otherwise interested users from experiencing video-chat. Two in five non video-chat users say they do not know how to use it, while a third are sidelined by concerns about online safety and personal privacy. Interestingly, nine percent say they do not use video-chat because they do not think they will like the way they will look on camera.



Non-users of video-chat say they would be likely to use it to talk to their children, grandchildren, and healthcare or service providers.

Although two in five non video-chat users say they do not know how to use it and a third are sidelined by concerns about online safety and personal privacy, the likelihood to use video-chat if solutions were offered to address the issues are minimal. About twenty-five percent say they would be likely to use video-chat if they learned how to protect their personal identity or received video-chat training. Rather than being offered reasons to not say no, non-users of video-chat may need to be exposed to the benefits of using video-chat in order to see an attitude shift in likelihood of use.

The holidays bring the best multiple opportunities to engage socially. Within the next six months of the survey, from October through April which is prime holiday season, one in four (28%) respondents says they will use video-chat.

Likely Use of Video Chat for Various Engagement Activities
(n= 296 respondents who have never used video-chat)

| Video-Chat Activity | Likely Use of Video-Chat |
|---|---------------------------------|
| Talk to grandchildren | 27% |
| Talk to children | 33% |
| Talk to extended family members | 24% |
| Take a class | 25% |
| Talk to friends | 24% |
| Talk to healthcare providers/professionals | 26% |
| Attend a meeting | 18% |
| If receive training how to use video-chat | 25% |
| If learn how to protect personal identity | 26% |
| If receive training about online safety | 17% |

Summary of Respondents

(n=1,000)

| | | | |
|--------------------------------------|-----|--------------------------------------|------|
| Top Social Networks | | Employment | |
| Facebook | 56% | Employed, full-time | 32% |
| Twitter | 9% | Employed, part-time | 8% |
| Linked In | 18% | Retired | 33% |
| Other | 6% | Other | 27% |
| Video Chat | | Education | |
| Have heard of video-chat | 69% | K-12 th grade, no diploma | 2% |
| Have used 1+ way | 60% | High school graduate/GED | 16% |
| Plan to use in next 6 months | 28% | Post-high school/Vocational | 14% |
| Visited online dating website | 13% | Some college | 17% |
| Household Composition | | 4-year college degree | 19% |
| Spouse | 67% | Post-graduate study, no degree | 8% |
| Live Alone | 17% | Graduate or professional degree | 25% |
| Child/Grandchild | 33% | Gender | |
| Parent/Other relative | 5% | Male | 48% |
| Disability Status | | Female | 52% |
| No | 80% | Hispanic Origin | |
| Yes self or spouse | 18% | 2% | |
| Yes self and spouse | 2% | Race | |
| AARP Member | | White or Caucasian | 92% |
| Yes | 43% | Black or African-American | 1% |
| No | 55% | American Ind. or Alaskan Native | 1% |
| Age | | Asian | 1% |
| 45-55 years | 38% | Native Hawaiian or Pac. Islander | <.5% |
| 56-64 years | 31% | Other | 4% |
| 65+ years | 31% | Marital Status | |
| Income | | Married | 66% |
| Less than \$30,000 | 15% | Not married, living with partner | 4% |
| \$30,000 to \$75,000 | 33% | Separated/Divorced | 1% |
| \$75,000 or more | 32% | Widowed | 8% |
| | | Never married | 8% |

Methodology

The AARP Washington Survey was conducted as a telephone survey among 45+ year old residents in Washington State. The poll assessed residents' experiences with social networking. The interviews were conducted in English by Precision Opinion from September 9, 2011 to September 15, 2011. The margin of error for the random sample of 1,000 is +/- 3.1%. The RDD sample targeted 45+ from the State of Washington. Respondents who did not use the Internet were screened out of the survey. Three hundred and sixty seven (367) respondents were screened out of the survey.

The telephone sample was pulled with virtual Genesys system from Marketing Systems Group (MSG). The default RDD methodology provides single stage epsem samples of telephone numbers regardless of the defined sample frame. These samples are self-weighted in terms of residential number assignments within the set NPA/NXXs comprising the sample frame. Within that MOD1 process is utilized. This relates to modified RDD processes and is an extension of the epsem RDD process. These modified processes utilize user defined Measure of Size (MOS) variables for each NPA/NXX. In this case the MOS was Age targeted 45+. The MOS variable provides the basis for directly varying sampling rates across NPA/NXXs.

RDD sample was released for interviewing in replicates, which are representative subsamples of the larger sample. Using replicates to control the release of sample ensures that complete call procedures are followed for the entire sample. It also ensures that the geographic distribution of numbers called is appropriate. Because of this process weighting was not used.

The response rate for this study was measured using AAPOR's response rate 3 method. The cooperation rate was measured using AAPOR's cooperation rate 3 method. The refusal rate was measured using AAPOR's refusal rate 3 method. The table below contains these rates.

| Response Rate | Cooperation Rate | Refusal Rate |
|---------------|------------------|--------------|
| 42% | 92% | 5% |

APPENDIX

Annotated Questionnaire

WA 45+ General Population Social Networking Survey
(Survey Sample: 45+ residents in Washington)
(N=1000, sampling error +/- 3.1%)

Hello, this is _____ calling from _____ a national opinion research firm. We are not telemarketers and are not trying to sell you anything. We are interested in your opinions about how you use technology to communicate. Your views are important and we would greatly appreciate your participation. All your responses will be kept entirely confidential.

S1. We are interested in the opinions of certain age groups. Could you please tell me your age as of your last birthday? [IN YEARS] _____ [RECORD ACTUAL AGE AND USE THE AGE GROUPS BELOW TO KEEP TRACK OF HOW MANY RESPONDENTS WE ARE GETTING IN EACH GROUP]

- 1) **45-64**
- 2) **65 or older**
- 3) **[DO NOT READ] Under 45 [READ TO SPEAK TO SOMEONE 45 OR OLDER AND REPEAT S1. IF NO ONE 45 OR OLDER, TERMINATE]**
- 4) **[DO NOT READ] REFUSED [DO NOT READ] [TERMINATE]**

| | |
|-------------------------|--------|
| Base: Total Respondents | N=1000 |
| | % |
| 45 – 55 | 38 |
| 56 – 64 | 31 |
| 65+ | 31 |

S2. Do you ever go online and use the internet or world wide web for anything?

1. **Yes**
2. **No [ASK TO SPEAK TO SOMEONE IN HOUSEHOLD 45 OR OLDER WHO HAS USED THE INTERNET. REPEAT S1. IF NO ONE IS 45+ AND USED THE INTERNET, TERMINATE.]**

MAIN SURVEY-

SECTION 1: Internet Use, Access, and Familiarity

Q1. [READ ALL RESPONDENTS] How comfortable are you using the internet? Are you?... [READ ALL CATEGORIES]

| | |
|-------------------------|--------|
| Base: Total Respondents | N=1000 |
| | % |
| Extremely comfortable | 37 |
| Very comfortable | 34 |
| Somewhat comfortable | 22 |
| Not very comfortable | 6 |
| Not at all comfortable | 2 |
| Do Not Use the Internet | 0 |
| Refused (Do Not Read) | 0 |

Thinking about when you use the internet for personal use only...

Q2. [READ ALL RESPONDENTS] In general how often do you go online to use the Internet for personal use? Would you say...**[READ ALL CATEGORIES]** 50.90% Several times a day

| Base: Total Respondents | N=1000 |
|-------------------------------|--------|
| | % |
| Several times a day | 51 |
| About once a day | 22 |
| 3-5 days a week | 11 |
| 1-2 days a week | 9 |
| Once every few weeks | 4 |
| Once a month or less | 3 |
| Never go online (Do Not Read) | 0 |
| Don't know (Do Not Read) | 0 |
| Refused (Do Not Read) | 0 |

Q3. [READ ALL RESPONDENTS] Do you use dial-up when you connect to the internet for personal use?

| Base: Total Respondents | N=1000 |
|-------------------------|--------|
| | % |
| Yes | 8 |
| No | 89 |
| Not Sure (Do Not Read) | 3 |
| Refused (Do Not Read) | 0 |

Q4. [READ ALL RESPONDENTS] When you use the Internet for personal use, what device do you use to connect? Do you use.. **[RANDOMIZE. READ ALL]**

a. A desktop computer

| Base: Total Respondents | N=1000 |
|-------------------------|--------|
| | % |
| Yes | 79 |
| No | 21 |
| Not Sure (Do Not Read) | 0 |
| Refused (Do Not Read) | 0 |

b. A laptop

| | |
|-------------------------|--------|
| Base: Total Respondents | N=1000 |
| | % |
| Yes | 57 |
| No | 43 |
| Not Sure (Do Not Read) | <.5 |
| Refused (Do Not Read) | <.5 |

c. A smartphone like a blackberry, iphone, or droid

| | |
|-------------------------|--------|
| Base: Total Respondents | N=1000 |
| | % |
| Yes | 27 |
| No | 73 |
| Not Sure (Do Not Read) | 0 |
| Refused (Do Not Read) | <.5 |

d. A tablet computer like an ipad

| | |
|-------------------------|--------|
| Base: Total Respondents | N=1000 |
| | % |
| Yes | 12 |
| No | 88 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | <.5 |

e. A smaller laptop like a netbook

| | |
|-------------------------|--------|
| Base: Total Respondents | N=1000 |
| | % |
| Yes | 16 |
| No | 85 |
| Not Sure (Do Not Read) | <.5 |
| Refused (Do Not Read) | 0 |

f. An ereader like a Kindle or Nook

| | |
|-------------------------|--------|
| Base: Total Respondents | N=1000 |
| | % |
| Yes | 13 |
| No | 87 |
| Not Sure (Do Not Read) | <.5 |
| Refused (Do Not Read) | <.5 |

g. A game console like an xbox

| | |
|-------------------------|--------|
| Base: Total Respondents | N=1000 |
| | % |
| Yes | 8 |
| No | 92 |
| Not Sure (Do Not Read) | <.5 |
| Refused (Do Not Read) | <.5 |

h. An mp3 player with internet access like an ipod

| | |
|-------------------------|--------|
| Base: Total Respondents | N=1000 |
| | % |
| Yes | 12 |
| No | 88 |
| Not Sure (Do Not Read) | <.5 |
| Refused (Do Not Read) | <.5 |

Q5. [READ IF Q4 A-H =1 FOR ANY. YES TO ANY DEVICES TO CONNECT TO THE INTERNET],

Which one do you use the most?

| | |
|---|--------|
| Base: Total Respondents | N=1000 |
| | % |
| A desktop computer | 55 |
| A laptop | 33 |
| A smartphone like a Blackberry, iPhone, or Droid | 6 |
| A tablet computer like an iPad | 3 |
| A smaller laptop like a Netbook | 1 |
| An ereader like a Kindle or Nook | <.5 |
| A game console like an Xbox | <.5 |
| An mp3 player with internet access like an iPod | 1 |
| Don't know (Do Not Read) | <.5 |
| Refused (Do Not Read) | 0 |

SECTION 2: Family Ties/Personal Issues/Personal Time

Q6. [READ ALL RESPONDENTS] Do you have any children or step-children?

| | |
|-------------------------|--------|
| Base: Total Respondents | N=1000 |
| | % |
| Yes (Do Not Read) | 77 |
| No (Do Not Read) | 23 |
| Refused (Do Not Read) | <.5 |

Q7. [READ ALL RESPONDENTS] Do you have any grandchildren, ~~great-grandchildren~~ or step-grandchildren?

| | |
|-------------------------|--------|
| Base: Total Respondents | N=1000 |
| | % |
| Yes (Do Not Read) | 54 |
| No (Do Not Read) | 46 |
| Refused (Do Not Read) | <.5 |

Q7A. [READ ALL RESPONDENTS] What is your current marital status? Are you.. **[READ ALL CATEGORIES]**

| | |
|--|--------|
| Base: Total Respondents | N=1000 |
| | % |
| Married | 66 |
| Living with your partner or significant other | 4 |
| Separated | 1 |
| Divorced | 12 |
| Widowed | 8 |
| Or are you currently single and never married | 8 |
| Not Sure (Do Not Read) | <.5 |
| Refused (Do Not Read) | 1 |

Q8. [READ ALL RESPONDENTS] How concerned are you about online safety?.. Are you ... **[READ ALL CATEGORIES]**

| | |
|-------------------------|--------|
| Base: Total Respondents | N=1000 |
| | % |
| Extremely concerned | 19 |
| Very concerned | 32 |
| Somewhat concerned | 32 |
| Not very concerned | 12 |
| Not at all concerned | 5 |
| Not Sure (Do Not Read) | <.5 |
| Refused (Do Not Read) | <.5 |

Q9. [READ ALL RESPONDENTS] In general, if you needed help to do something on the internet, how would you like to receive that help? [OPEN ENDED, CODE TO LIST IF POSSIBLE, OTHERWISE RECORD ONE FULLY CLARIFIED RESPONSE. SELECT RESPONSES IN ORDER GIVEN BY RESPONDENT.

| | |
|--|--------|
| Base: Total Respondents | N=1000 |
| | % |
| Call a phone number to talk to someone | 25 |
| Have someone come to your house | 7 |
| Take a class in your local community | 3 |
| Use video-chat to talk to someone | 3 |
| Ask a family member or friend | 52 |
| Search the internet | 19 |
| Some other way? [RECORD RESPONSE] | 17 |
| None of the above (Do Not Read) | 4 |

SECTION 3- Family Ties/Personal Issues/Personal Time

Q10A. [READ ALL RESPONDENTS] Thinking about your family and friends, how important is it for you to..? [RANDOMIZE. READ ALL]

a. Keep in touch with your grandchildren [**READ ONLY IF Q7=1 HAS GRANDS**]

| | |
|--------------------------------------|-------|
| Base: Respondents with Grandchildren | N=535 |
| | % |
| Extremely important | 41 |
| Very important | 33 |
| Somewhat important | 14 |
| Not very important | 5 |
| Not at all important | 6 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | 1 |

b. Keep in touch with your children [**READ ONLY IF Q6=1 HAS CHILDREN**]

| | |
|---------------------------------|-------|
| Base: Respondents with Children | N=768 |
| | % |
| Extremely important | 50 |
| Very important | 35 |
| Somewhat important | 8 |
| Not very important | 4 |
| Not at all important | 4 |
| Not Sure (Do Not Read) | <.5 |
| Refused (Do Not Read) | <.5 |

c. Keep in touch with extended family members

| | |
|-------------------------|--------|
| Base: Total Respondents | N=1000 |
| | % |
| Extremely important | 25 |
| Very important | 37 |
| Somewhat important | 25 |
| Not very important | 8 |
| Not at all important | 5 |
| Not Sure (Do Not Read) | <.5 |
| Refused (Do Not Read) | <.5 |

d. Keep in touch with friends

| | |
|-------------------------|--------|
| Base: Total Respondents | N=1000 |
| | % |
| Extremely important | 21 |
| Very important | 39 |
| Somewhat important | 30 |
| Not very important | 6 |
| Not at all important | 3 |
| Not Sure (Do Not Read) | <.5 |
| Refused (Do Not Read) | 0 |

Q10B. [READ ALL RESPONDENTS] Thinking about issues you care about, how important is it for you to..? **[RANDOMIZE. READ ALL]**

a. Raise awareness about an issue

| | |
|-------------------------|--------|
| Base: Total Respondents | N=1000 |
| | % |
| Extremely important | 13 |
| Very important | 30 |
| Somewhat important | 35 |
| Not very important | 13 |
| Not at all important | 7 |
| Not Sure (Do Not Read) | 3 |
| Refused (Do Not Read) | <.5 |

b. Influence elected law-makers or officials

| Base: Total Respondents | N=1000 |
|-------------------------|--------|
| | % |
| Extremely important | 15 |
| Very important | 29 |
| Somewhat important | 31 |
| Not very important | 14 |
| Not at all important | 10 |
| Not Sure (Do Not Read) | 2 |
| Refused (Do Not Read) | <.5 |

c. Raise money for or donate to a cause or charity

| Base: Total Respondents | N=1000 |
|-------------------------|--------|
| | % |
| Extremely important | 8 |
| Very important | 25 |
| Somewhat important | 35 |
| Not very important | 16 |
| Not at all important | 14 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | 1 |

10C. [READ ALL RESPONDENTS] Thinking about your personal time, how important is it for you to..? [RANDOMIZE. READ ALL]

a. Play games

| Base: Total Respondents | N=1000 |
|-------------------------|--------|
| | % |
| Extremely important | 2 |
| Very important | 8 |
| Somewhat important | 21 |
| Not very important | 25 |
| Not at all important | 43 |
| Not Sure (Do Not Read) | <.5 |
| Refused (Do Not Read) | 0 |

b. Meet new people

| Base: Total Respondents | N=1000 |
|-------------------------|--------|
| | % |
| Extremely important | 2 |
| Very important | 9 |
| Somewhat important | 29 |
| Not very important | 28 |
| Not at all important | 33 |
| Not Sure (Do Not Read) | <.5 |
| Refused (Do Not Read) | <.5 |

c. Get news or information quickly

| Base: Total Respondents | N=1000 |
|-------------------------|--------|
| | % |
| Extremely important | 17 |
| Very important | 42 |
| Somewhat important | 31 |
| Not very important | 6 |
| Not at all important | 4 |
| Not Sure (Do Not Read) | <.5 |
| Refused (Do Not Read) | 0 |

d. Keep in touch with people from your past

| Base: Total Respondents | N=1000 |
|-------------------------|--------|
| | % |
| Extremely important | 3 |
| Very important | 13 |
| Somewhat important | 43 |
| Not very important | 27 |
| Not at all important | 15 |
| Not Sure (Do Not Read) | <.5 |
| Refused (Do Not Read) | 0 |

SECTION 4- Social Networking Awareness/use

Q11. [READ ALL RESPONDENTS] Now I am going to ask you about social networking websites. Do you currently have an account with..?

[IF YES- IMMEDIATELY READ Q12A (HOW LONG) THEN RETURN BACK TO (Q11)]

[IF NO- IMMEDIATELY READ Q12B (PREVIOUS MEMBER) THEN RETURN BACK TO Q11]

[IF ASKED WHAT IS THIS READ: “Social networking websites function like an online community of internet users who share common interests. Once you are a member you can interact with other members including reading the profile pages of other members.”]

a. Linked In

| | |
|-------------------------|--------|
| Base: Total Respondents | N=1000 |
| | % |
| Yes | 18 |
| No | 80 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | <.5 |

b. A consumer opinion community like Yelp or Tripadvisor

| | |
|-------------------------|--------|
| Base: Total Respondents | N=1000 |
| | % |
| Yes | 8 |
| No | 91 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | <.5 |

c. An online community related to a hobby or interest

| | |
|-------------------------|--------|
| Base: Total Respondents | N=1000 |
| | % |
| Yes | 22 |
| No | 77 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | <.5 |

d. A group discount community like Groupon or LivingSocial

| | |
|-------------------------|--------|
| Base: Total Respondents | N=1000 |
| | % |
| Yes | 16 |
| No | 83 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | <.5 |

e. An online community for managing a health issue

| | |
|-------------------------|--------|
| Base: Total Respondents | N=1000 |
| | % |
| Yes | 13 |
| No | 86 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | <.5 |

f. Myspace

| | |
|-------------------------|--------|
| Base: Total Respondents | N=1000 |
| | % |
| Yes | 7 |
| No | 92 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | <.5 |

Q12. [READ IF Q11 A-F = 1 ANY, YES TO SPECIFIC SOCIAL NETWORK ACCOUNT]

How long have you had that account?

Linked In:

| | |
|--|-------|
| Base: Total LinkedIn respondents | N=184 |
| | % |
| Less than 3 months | 11 |
| more than 3 months, but less than 6 months | 7 |
| more than 6 months, but less than 1 year | 12 |
| more than 1 year, but less than 2 years | 19 |
| more than 2 years | 50 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | 1 |

a. A consumer opinion community like Yelp or Tripadvisor:

| | |
|--|------|
| Base: Total consumer opinion community respondents | N=77 |
| | % |
| Less than 3 months | 4 |
| more than 3 months, but less than 6 months | 12 |
| more than 6 months, but less than 1 year | 4 |
| more than 1 year, but less than 2 years | 23 |
| more than 2 years | 48 |
| Not Sure (Do Not Read) | 8 |
| Refused (Do Not Read) | 1 |

b. An online community related to a hobby or interest:

| | |
|---|-------|
| Base: Total online community related to a hobby or interest respondents | N=215 |
| | % |
| Less than 3 months | 6 |
| more than 3 months, but less than 6 months | 5 |
| more than 6 months, but less than 1 year | 11 |
| more than 1 year, but less than 2 years | 16 |
| more than 2 years | 63 |
| Not Sure (Do Not Read) | 0 |
| Refused (Do Not Read) | <.5 |

c. A group discount community like Groupon or LivingSocial:

| | |
|--|-------|
| Base: Total group discount community respondents | N=157 |
| | % |
| Less than 3 months | 13 |
| more than 3 months, but less than 6 months | 20 |
| more than 6 months, but less than 1 year | 27 |
| more than 1 year, but less than 2 years | 28 |
| more than 2 years | 10 |
| Not Sure (Do Not Read) | 2 |
| Refused (Do Not Read) | 0 |

d. An online community for managing a health issue:

| | |
|---|-------|
| Base: Total online health issue community respondents | N=132 |
| | % |
| Less than 3 months | 5 |
| more than 3 months, but less than 6 months | 2 |
| more than 6 months, but less than 1 year | 11 |
| more than 1 year, but less than 2 years | 18 |
| more than 2 years | 63 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | 0 |

e. MySpace:

| | |
|--|------|
| Base: Total Myspace Respondents | N=71 |
| | % |
| Less than 3 months | 1 |
| more than 3 months, but less than 6 months | 0 |
| more than 6 months, but less than 1 year | 1 |
| more than 1 year, but less than 2 years | 8 |
| more than 2 years | 85 |
| Not Sure (Do Not Read) | 4 |
| Refused (Do Not Read) | 0 |

Q12B. [READ IF Q11 A-F = 2 ANY, NO TO SPECIFIC SOCIAL NETWORK ACCOUNT]

Have you ever had an account?

a. Linked In:

| | |
|--------------------------------------|-------|
| Base: Total non LinkedIn respondents | N=800 |
| | % |
| Yes | 3 |
| No | 96 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | 0 |

b. A consumer opinion community like Yelp or Tripadvisor:

| | |
|--|-------|
| Base: Total non-consumer opinion community respondents | N=912 |
| | % |
| Yes | 3 |
| No | 96 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | <.5 |

c. An online community related to a hobby or interest:

| | |
|---|-------|
| Base: Total non-online community related to a hobby or interest respondents | N=773 |
| | % |
| Yes | 6 |
| No | 94 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | 0 |

d. A group discount community like Groupon or LivingSocial:

| | | |
|--|-----|-------|
| Base: Total non-group discount community respondents | | N=833 |
| | % | |
| Yes | 3 | |
| No | 97 | |
| Not Sure (Do Not Read) | <.5 | |
| Refused (Do Not Read) | 0 | |

e. An online community for managing a health issue:

| | | |
|---|----|-------|
| Base: Total non-online health issue community respondents | | N=857 |
| | % | |
| Yes | 3 | |
| No | 96 | |
| Not Sure (Do Not Read) | 1 | |
| Refused (Do Not Read) | 0 | |

f. MySpace:

| | | |
|-------------------------------------|-----|-------|
| Base: Total non-Myspace Respondents | | N=923 |
| | % | |
| Yes | 7 | |
| No | 93 | |
| Not Sure (Do Not Read) | <.5 | |
| Refused (Do Not Read) | 0 | |

SECTION 5- Facebook

Q13. [READ ALL RESPONDENTS] Do you currently have an account with FACEBOOK..?

[IF YES- IMMEDIATELY READ Q14A (HOW LONG) THEN Q17 (USE). FOR EACH NON-USE READ INTEREST IN USING (Q18)]

[IF NO- IMMEDIATELY READ Q14B (PREVIOUS MEMBER) THEN Q15 (REASONS NOT INTERESTED) THEN LIKELY TO USE (Q16)]

[IF ASKED WHAT IS THIS READ: Facebook is a social networking website where users create a personal profile, add other users as friends, and post photos, exchange messages, view others profiles, and receive notifications when others update their profile.]

| | |
|-------------------------|--------|
| Base: Total Respondents | N=1000 |
| | % |
| Yes | 56 |
| No | 44 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | <.5 |

Q14A. [READ IF Q13= 1, YES TO FACEBOOK ACCOUNT]

How long have you had a FACEBOOK account?

| | |
|--|-------|
| Base: Total Facebook Respondents | N=558 |
| | % |
| Less than 3 months | 5 |
| more than 3 months, but less than 6 months | 6 |
| more than 6 months, but less than 1 year | 14 |
| more than 1 year, less than 2 years | 30 |
| more than 2 years | 45 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | <.5 |

Q14B. [READ IF Q13= 2, NO TO FACEBOOK ACCOUNT]

Have you ever had a FACEBOOK account?

| | |
|--------------------------------------|-------|
| Base: Total Non-Facebook Respondents | N=436 |
| | % |
| Yes | 7 |
| No | 92 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | <.5 |

Q15. [READ IF Q13=2. NO CURRENT FACEBOOK ACCOUNT]

“Facebook is a social networking website where users create a personal profile, add other users as friends, and post photos, exchange messages, view others profiles, and receive notifications when others update their profile. Thinking about Facebook, what are the reasons you are NOT on Facebook? [Don’t read list. Multiple Mentions Allowed.]

| Base: Total Non-Facebook Respondents | N=436 |
|---|-------|
| | % |
| Are concerned about personal privacy | 34 |
| Don’t know how to use it | 6 |
| Are not comfortable with the technology | 9 |
| Are concerned about online safety | 18 |
| Have never heard of it | 8 |
| Are just not interested in it | 58 |
| Some other reason. [RECORD] | 42 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | 0 |

Q16. [READ IF Q13=2 NO CURRENT FACEBOOK ACCOUNT]

Would you be more likely to use FACEBOOK if you could.. [RANDOMIZE]

- a. Receive training about how to use it

| Base: Total Non-Facebook Respondents | N=436 |
|--------------------------------------|-------|
| | % |
| Yes | 13 |
| No | 85 |
| Not Sure (Do Not Read) | 2 |
| Refused (Do Not Read) | <.5 |

- b. Receive training about online safety

| Base: Total Non-Facebook Respondents | N=436 |
|--------------------------------------|-------|
| | % |
| Yes | 13 |
| No | 84 |
| Not Sure (Do Not Read) | 3 |
| Refused (Do Not Read) | <.5 |

- c. Know how to protect your personal privacy on it

| | | |
|--------------------------------------|-------|-----|
| Base: Total Non-Facebook Respondents | N=436 | |
| | | % |
| Yes | | 20 |
| No | | 79 |
| Not Sure (Do Not Read) | | 1 |
| Refused (Do Not Read) | | <.5 |

- d. Use it to keep in touch with your grandchildren [**READ ONLY IF Q7=1 HAS GRANDS**]

| | | |
|--|-------|-----|
| Base: Total Non-Facebook & Have a Grandchild Respondents | N=250 | |
| | | % |
| Yes | | 14 |
| No | | 83 |
| Not Sure (Do Not Read) | | 2 |
| Refused (Do Not Read) | | <.5 |

- e. Use it to keep in touch with your children [**READ ONLY IF Q6=1 HAS CHILDREN**]

| | | |
|--|-------|----|
| Base: Total Non-Facebook Has a Child Respondents | N=321 | |
| | | % |
| Yes | | 16 |
| No | | 83 |
| Not Sure (Do Not Read) | | 1 |
| Refused (Do Not Read) | | 0 |

- f. Use it to keep in touch with extended family members

| | | |
|--------------------------------------|-------|-----|
| Base: Total Non-Facebook Respondents | N=436 | |
| | | % |
| Yes | | 15 |
| No | | 83 |
| Not Sure (Do Not Read) | | 2 |
| Refused (Do Not Read) | | <.5 |

g. Use it to keep in touch with friends

| | |
|--------------------------------------|-------|
| Base: Total Non-Facebook Respondents | N=436 |
| | % |
| Yes | 14 |
| No | 84 |
| Not Sure (Do Not Read) | 2 |
| Refused (Do Not Read) | <.5 |

h. Raise awareness about an issue important to you

| | |
|--------------------------------------|-------|
| Base: Total Non-Facebook Respondents | N=436 |
| | % |
| Yes | 12 |
| No | 85 |
| Not Sure (Do Not Read) | 3 |
| Refused (Do Not Read) | <.5 |

i. Raise money or donate to a cause

| | |
|--------------------------------------|-------|
| Base: Total Non-Facebook Respondents | N=436 |
| | % |
| Yes | 6 |
| No | 92 |
| Not Sure (Do Not Read) | 2 |
| Refused (Do Not Read) | <.5 |

j. Play games

| | |
|--------------------------------------|-------|
| Base: Total Non-Facebook Respondents | N=436 |
| | % |
| Yes | 5 |
| No | 94 |
| Not Sure (Do Not Read) | <.5 |
| Refused (Do Not Read) | <.5 |

k. Meet new people

| | |
|--------------------------------------|-------|
| Base: Total Non-Facebook Respondents | N=436 |
| | % |
| Yes | 4 |
| No | 95 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | <.5 |

l. Get in touch with people from your past

| | |
|--------------------------------------|-------|
| Base: Total Non-Facebook Respondents | N=436 |
| | % |
| Yes | 12 |
| No | 88 |
| Not Sure (Do Not Read) | <.5 |
| Refused (Do Not Read) | <.5 |

m. Get news or information quickly

| | |
|--------------------------------------|-------|
| Base: Total Non-Facebook Respondents | N=436 |
| | % |
| Yes | 14 |
| No | 85 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | <.5 |

Q17. [READ ONLY IF Q13=1 & Q14A HAS A VALUE, YES CURRENT FACEBOOK ACCOUNT] Have you ever used FACEBOOK to.. [RANDOMIZE. READ ALL]

a. Keep in touch with your grandchildren [READ ONLY IF Q7=1 HAS GRANDS]

| | |
|---|-------|
| Base: Total Respondents with Facebook Account & Have a Grandchild | N=281 |
| | % |
| Yes | 53 |
| No | 46 |
| Not Sure (Do Not Read) | <.5 |
| Refused (Do Not Read) | <.5 |

b. Keep in touch with your children [**READ ONLY IF Q6=1 HAS CHILDREN**]

Base: Total Respondents with Facebook Account & Have a Child N=442

| | % |
|------------------------|-----|
| Yes | 62 |
| No | 37 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | <.5 |

c. Keep in touch with extended family members

Base: Total Respondents with Facebook Account N=558

| | % |
|------------------------|-----|
| Yes | 78 |
| No | 21 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | <.5 |

d. Keep in touch with friends

Base: Total Respondents with Facebook Account N=558

| | % |
|------------------------|-----|
| Yes | 86 |
| No | 15 |
| Not Sure (Do Not Read) | <.5 |
| Refused (Do Not Read) | <.5 |

e. Raise awareness about an issue important to you

Base: Total Respondents with Facebook Account N=558

| | % |
|------------------------|-----|
| Yes | 37 |
| No | 62 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | <.5 |

f. Influence elected law-makers

| | |
|---|-------|
| Base: Total Respondents with Facebook Account | N=558 |
| | % |
| Yes | 16 |
| No | 83 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | <.5 |

g. Raise money for or donate to a cause

| | |
|---|-------|
| Base: Total Respondents with Facebook Account | N=558 |
| | % |
| Yes | 16 |
| No | 84 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | <.5 |

h. Play games

| | |
|---|-------|
| Base: Total Respondents with Facebook Account | N=558 |
| | % |
| Yes | 23 |
| No | 77 |
| Not Sure (Do Not Read) | <.5 |
| Refused (Do Not Read) | <.5 |

i. Meet new people

| | |
|---|-------|
| Base: Total Respondents with Facebook Account | N=558 |
| | % |
| Yes | 15 |
| No | 84 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | <.5 |

j. Get news or information quickly

| | |
|---|-------|
| Base: Total Respondents with Facebook Account | N=558 |
| | % |
| Yes | 27 |
| No | 72 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | <.5 |

k. Get in touch with people from your past

| | |
|---|-------|
| Base: Total Respondents with Facebook Account | N=558 |
| | % |
| Yes | 67 |
| No | 33 |
| Not Sure (Do Not Read) | <.5 |
| Refused (Do Not Read) | 0 |

Q18. [READ ONLY IF ANY Q17 a-k = 2; READ CORRESPONDING ITEM, THEN RETURN TO Q17. IF CURRENT FACEBOOK USE FOR THAT ITEM IS NO, READ INTEREST IN USE FOR THAT ITEM, THEN RETURN BACK TO Q17 CURRENT USE UNTIL LIST IS EXHAUSTED]

How interested are you in using FACEBOOK to.. [CORRESPONDING TO ITEM IN Q17]
[READ ALL CATEGORIES]

a. Keep in touch with your grandchildren[READ ONLY IF Q7=1 HAS GRANDS]

Base: Total Respondents with Facebook Account , Do Not Currently Do Corresponding Activity ,
Have a Grandchild N=127

| | |
|------------------------|----|
| | % |
| Extremely interested | 3 |
| Very interested | 10 |
| Somewhat interested | 20 |
| Not very interested | 20 |
| Not at all interested | 43 |
| Not Sure (Do Not Read) | 3 |
| Refused (Do Not Read) | 2 |

b. Keep in touch with your children **[READ ONLY IF Q6=1 HAS CHILDREN]**

Base: Total Respondents with Facebook Account, Do Not Currently Corresponding Activity, Have a Child N=163

| | % |
|------------------------|----|
| Extremely interested | 3 |
| Very interested | 4 |
| Somewhat interested | 17 |
| Not very interested | 28 |
| Not at all interested | 48 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | 0 |

c. Keep in touch with extended family members

Base: Total Respondents with Facebook Account & Do Not Currently Do Corresponding Activity N=116

| | % |
|------------------------|----|
| Extremely interested | 0 |
| Very interested | 3 |
| Somewhat interested | 23 |
| Not very interested | 22 |
| Not at all interested | 51 |
| Not Sure (Do Not Read) | 0 |
| Refused (Do Not Read) | 0 |

d. Keep in touch with friends

Base: Total Respondents with Facebook Account & Do Not Currently Do Corresponding Activity N=78

| | % |
|------------------------|----|
| Extremely interested | 1 |
| Very interested | 5 |
| Somewhat interested | 18 |
| Not very interested | 30 |
| Not at all interested | 45 |
| Not Sure (Do Not Read) | 0 |
| Refused (Do Not Read) | 1 |

e. Raise awareness about an issue important to you

| Base: Total Respondents with Facebook Account & Do Not Currently Do Corresponding Activity | N=342 |
|---|-------|
| | % |
| Extremely interested | 1 |
| Very interested | 2 |
| Somewhat interested | 18 |
| Not very interested | 28 |
| Not at all interested | 51 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | 1 |

f. Influence elected law-makers

| Base: Total Respondents with Facebook Account & Do Not Currently Do Corresponding Activity | N=457 |
|---|-------|
| | % |
| Extremely interested | 1 |
| Very interested | 5 |
| Somewhat interested | 17 |
| Not very interested | 24 |
| Not at all interested | 52 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | 0 |

g. Raise money for or donate to a cause

| Base: Total Respondents with Facebook Account & Do Not Currently Do Corresponding Activity | N=461 |
|---|-------|
| | % |
| Extremely interested | 0 |
| Very interested | 1 |
| Somewhat interested | 9 |
| Not very interested | 27 |
| Not at all interested | 62 |
| Not Sure (Do Not Read) | <.5 |
| Refused (Do Not Read) | <.5 |

h. Play games

Base: Total Respondents with Facebook Account & Do Not Currently Do

| Corresponding Activity | N=423 |
|------------------------|-------|
| | % |
| Extremely interested | <.5 |
| Very interested | 0 |
| Somewhat interested | 1 |
| Not very interested | 15 |
| Not at all interested | 83 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | <.5 |

i. Meet new people

Base: Total Respondents with Facebook Account & Do Not Currently Do

| Corresponding Activity | N=463 |
|------------------------|-------|
| | % |
| Extremely interested | 0 |
| Very interested | 2 |
| Somewhat interested | 7 |
| Not very interested | 22 |
| Not at all interested | 69 |
| Not Sure (Do Not Read) | 0 |
| Refused (Do Not Read) | <.5 |

j. Get news or information quickly

Base: Total Respondents with Facebook Account & Do Not Currently Do

| Corresponding Activity | N=397 |
|------------------------|-------|
| | % |
| Extremely interested | 1 |
| Very interested | 3 |
| Somewhat interested | 13 |
| Not very interested | 26 |
| Not at all interested | 56 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | 1 |

k. Get in touch with people from your past

| Base: Total Respondents with Facebook Account & Do Not Currently Do Corresponding Activity | N=180 % |
|---|------------|
| Extremely interested | 1 |
| Very interested | 4 |
| Somewhat interested | 18 |
| Not very interested | 27 |
| Not at all interested | 49 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | 1 |

SECTION 6- Twitter

Q19. [READ ALL RESPONDENTS] Do you currently have an account with TWITTER.?

[IF YES- IMMEDIATELY READ Q20A (HOW LONG) THEN Q23 (USE). FOR EACH NON-USE READ INTEREST IN USE (Q24) THEN RETURN BACK TO USE LIST (Q23) UNTIL EXHAUSTED]

[IF NO- IMMEDIATELY READ Q20B (PREVIOUS MEMBER) THEN Q21 (REASON NOT USING) THEN REASON LIKELY TO USE (Q22)]

[IF ASKED WHAT IS THIS READ: "Twitter is an online social networking website and microblogging service that allows users to send and read text-based posts of up to 140 characters, informally known as "tweets."]

| Base: Total Respondents | N=1000 % |
|-------------------------|-------------|
| Yes | 9 |
| No | 90 |
| Not Sure (Do Not Read) | <.5 |
| Refused (Do Not Read) | <.5 |

Q20A. [READ IF Q19= 1, YES TO TWITTER ACCOUNT]

How long have you had a TWITTER account?

| Base: Total Respondents with Twitter Account | N=92 |
|--|------|
| | % |
| Less than 3 months | 9 |
| more than 3 months, but less than 6 months | 9 |
| more than 6 months, but less than 1 year | 11 |
| more than 1 year, but less than 2 years | 27 |
| more than 2 years | 38 |
| Not Sure (Do Not Read) | 4 |
| Refused (Do Not Read) | 2 |

Q20B. [READ IF Q19= 2, NO TO TWITTER ACCOUNT]

Have you ever had a TWITTER account?

| Base: Total Respondents without Twitter Account | N=904 |
|---|-------|
| | % |
| Yes | 3 |
| No | 97 |
| Not Sure (Do Not Read) | <.5 |
| Refused (Do Not Read) | <.5 |

Q21. [READ IF Q19=2 NO TWITTER ACCOUNT] “Twitter is an online social networking website and microblogging service that allows users to send and read text-based posts of up to 140 characters, informally known as "tweets." Thinking about TWITTER, Do you not use Twitter for any of these reasons?.Is it that you... [RANDOMIZE]

| Base: Total Respondents without Twitter Account | N=904 |
|---|-------|
| | % |
| Are concerned about personal privacy | 16 |
| Don't know how to use it | 12 |
| Are not comfortable with the technology | 8 |
| Are concerned about online safety | 9 |
| Have never heard of it | 6 |
| Are just not interested in it | 69 |
| Some other reason [RECORD] | 43 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | <.5 |

Q22. [READ IF Q19=2 NO TWITTER ACCOUNT]

Would you be more likely to use TWITTER if you could.. **[RANDOMIZE]**

- a. Receive training about how to use it

| | | |
|---|-----|-------|
| Base: Total Respondents without Twitter Account | | N=904 |
| | % | |
| Yes | 11 | |
| No | 89 | |
| Not Sure (Do Not Read) | 1 | |
| Refused (Do Not Read) | <.5 | |

- b. Receive training about online safety

| | | |
|---|-----|-------|
| Base: Total Respondents without Twitter Account | | N=904 |
| | % | |
| Yes | 8 | |
| No | 91 | |
| Not Sure (Do Not Read) | 1 | |
| Refused (Do Not Read) | <.5 | |

- c. Know how to protect your personal privacy on it

| | | |
|---|-----|-------|
| Base: Total Respondents without Twitter Account | | N=904 |
| | % | |
| Yes | 12 | |
| No | 87 | |
| Not Sure (Do Not Read) | 1 | |
| Refused (Do Not Read) | <.5 | |

- d. Use it to keep in touch with your grandchildren **[READ ONLY IF Q7=1 HAS GRANDS]**

| | | |
|---|-----|-------|
| Base: Total Respondents without Twitter Account | | N=496 |
| | % | |
| Yes | 9 | |
| No | 89 | |
| Not Sure (Do Not Read) | 1 | |
| Refused (Do Not Read) | <.5 | |

e. Use it to keep in touch with your children [**READ ONLY IF Q6=1 HAS CHILDREN**]

| | | |
|---|----|-------|
| Base: Total Respondents without Twitter Account | | N=697 |
| | % | |
| Yes | 11 | |
| No | 87 | |
| Not Sure (Do Not Read) | 2 | |
| Refused (Do Not Read) | 0 | |

f. Use it to keep in touch with extended family members

| | | |
|---|-----|-------|
| Base: Total Respondents without Twitter Account | | N=904 |
| | % | |
| Yes | 9 | |
| No | 89 | |
| Not Sure (Do Not Read) | 1 | |
| Refused (Do Not Read) | <.5 | |

g. Use it to keep in touch with friends

| | | |
|---|-----|-------|
| Base: Total Respondents without Twitter Account | | N=904 |
| | % | |
| Yes | 11 | |
| No | 88 | |
| Not Sure (Do Not Read) | 1 | |
| Refused (Do Not Read) | <.5 | |

h. Raise awareness about an issue important to you

| | | |
|---|-----|-------|
| Base: Total Respondents without Twitter Account | | N=904 |
| | % | |
| Yes | 11 | |
| No | 89 | |
| Not Sure (Do Not Read) | 1 | |
| Refused (Do Not Read) | <.5 | |

i. Raise money or donate to a cause

| | |
|---|-------|
| Base: Total Respondents without Twitter Account | N=904 |
| | % |
| Yes | 6 |
| No | 93 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | <.5 |

j. Play games

| | |
|---|-------|
| Base: Total Respondents without Twitter Account | N=904 |
| | % |
| Yes | 4 |
| No | 95 |
| Not Sure (Do Not Read) | <.5 |
| Refused (Do Not Read) | <.5 |

k. Meet new people

| | |
|---|-------|
| Base: Total Respondents without Twitter Account | N=904 |
| | % |
| Yes | 4 |
| No | 96 |
| Not Sure (Do Not Read) | <.5 |
| Refused (Do Not Read) | <.5 |

l. Get in touch with people from your past

| | |
|---|-------|
| Base: Total Respondents without Twitter Account | N=904 |
| | % |
| Yes | 8 |
| No | 92 |
| Not Sure (Do Not Read) | <.5 |
| Refused (Do Not Read) | <.5 |

m. Get news and information quickly

| | |
|---|-------|
| Base: Total Respondents without Twitter Account | N=904 |
| | % |
| Yes | 11 |
| No | 89 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | <.5 |

Q23. [READ ONLY IF Q19=1 & Q20A HAS A VALUE, YES CURRENT TWITTER ACCOUNT]

Have you ever used TWITTER to.. [RANDOMIZE. READ ALL]

a. Keep in touch with your grandchildren [READ ONLY IF Q7=1 HAS GRANDS]]

| | |
|---|------|
| Base: Total Respondents with Twitter Account & Have Grandchildren | N=37 |
| | % |
| Yes | 3 |
| No | 95 |
| Not Sure | 0 |
| Refused | 0 |

b. Keep in touch with your children [READ ONLY IF Q6=1 HAS CHILDREN]

| | |
|--|------|
| Base: Total Respondents with Twitter Account & Have Children | N=68 |
| | % |
| Yes | 19 |
| No | 81 |
| Not Sure | 1 |
| Refused | 0 |

c. Keep in touch with extended family members

| | |
|--|------|
| Base: Total Respondents with Twitter Account | N=86 |
| | % |
| Yes | 12 |
| No | 87 |
| Not Sure | 1 |
| Refused | 1 |

d. Keep in touch with friends

| | |
|--|------|
| Base: Total Respondents with Twitter Account | N=86 |
| | % |
| Yes | 29 |
| No | 72 |
| Not Sure | 0 |
| Refused | 1 |

e. Raise awareness about an issue important to you

| | |
|--|------|
| Base: Total Respondents with Twitter Account | N=86 |
| | % |
| Yes | 27 |
| No | 72 |
| Not Sure | 2 |
| Refused | 1 |

f. Influence elected law-makers

| | |
|--|------|
| Base: Total Respondents with Twitter Account | N=86 |
| | % |
| Yes | 19 |
| No | 80 |
| Not Sure | 0 |
| Refused | 1 |

g. Raise money for or donate to a cause

| | |
|--|------|
| Base: Total Respondents with Twitter Account | N=86 |
| | % |
| Yes | 17 |
| No | 79 |
| Not Sure | 2 |
| Refused | 1 |

h. Play games

Base: Total Respondents with Twitter Account N=86

| | |
|----------|----|
| | % |
| Yes | 6 |
| No | 92 |
| Not Sure | 1 |
| Refused | 0 |

i. Meet new people

Base: Total Respondents with Twitter Account N=86

| | |
|----------|----|
| | % |
| Yes | 15 |
| No | 84 |
| Not Sure | 1 |
| Refused | 1 |

j. Get news or information quickly

Base: Total Respondents with Twitter Account N=86

| | |
|----------|----|
| | % |
| Yes | 50 |
| No | 50 |
| Not Sure | 0 |
| Refused | 2 |

k. Get in touch with people from your past

Base: Total Respondents with Twitter Account N=86

| | |
|----------|----|
| | % |
| Yes | 9 |
| No | 89 |
| Not Sure | 1 |
| Refused | 1 |

Q24. [READ ONLY IF Q23 a-k=2; READ CORRESPONDING ITEM, THEN RETURN TO Q23] IF CURRENT TWITTER USE FOR THAT ITEM IS NO, READ INTEREST IN USE FOR THAT ITEM, THEN RETURN BACK TO Q23 CURRENT USE]

How interested are you in using TWITTER to... **[CORRESPONDING TO ITEM IN Q23]**
[READ ALL CATEGORIES]

a. Keep in touch with your grandchildren **[READ ONLY IF Q7=1HAS GRANDS]**

Base: Total Respondents with Twitter Account, Do Not Currently Do Corresponding Activity,
 Have Grandchildren N=31

| | % |
|------------------------|----|
| Extremely interested | 0 |
| Very interested | 7 |
| Somewhat interested | 10 |
| Not very interested | 13 |
| Not at all interested | 71 |
| Not Sure (Do Not Read) | 0 |
| Refused (Do Not Read) | 0 |

b. Keep in touch with your children

Base: Total Respondents with Twitter Account, Do Not Currently Do Corresponding Activity,
 Have Children N=51

| | % |
|------------------------|----|
| Extremely interested | 0 |
| Very interested | 2 |
| Somewhat interested | 14 |
| Not very interested | 16 |
| Not at all interested | 69 |
| Not Sure (Do Not Read) | 0 |
| Refused (Do Not Read) | 0 |

c. Keep in touch with extended family members

Base: Total Respondents with Twitter Account, Do Not Currently Do Corresponding Activity,

N=75

| | % |
|------------------------|----|
| Extremely interested | 0 |
| Very interested | 4 |
| Somewhat interested | 15 |
| Not very interested | 16 |
| Not at all interested | 64 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | 0 |

d. Keep in touch with friends

Base: Total Respondents with Twitter Account, Do Not Currently Do Corresponding Activity,

N=61

| | % |
|------------------------|----|
| Extremely interested | 2 |
| Very interested | 2 |
| Somewhat interested | 18 |
| Not very interested | 16 |
| Not at all interested | 61 |
| Not Sure (Do Not Read) | 2 |
| Refused (Do Not Read) | 0 |

e. Raise awareness about an issue important to you

Base: Total Respondents with Twitter Account, Do Not Currently Do Corresponding Activity,

| | N=61 |
|------------------------|------|
| | % |
| Extremely interested | 2 |
| Very interested | 5 |
| Somewhat interested | 10 |
| Not very interested | 13 |
| Not at all interested | 71 |
| Not Sure (Do Not Read) | 0 |
| Refused (Do Not Read) | 0 |

f. Influence elected law-makers

Base: Total Respondents with Twitter Account, Do Not Currently Do Corresponding Activity,

| | N=70 |
|------------------------|------|
| | % |
| Extremely interested | 1 |
| Very interested | 1 |
| Somewhat interested | 17 |
| Not very interested | 23 |
| Not at all interested | 56 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | 0 |

g. Raise money for or donate to a cause

Base: Total Respondents with Twitter Account, Do Not Currently Do Corresponding Activity,

| | N=69 |
|------------------------|------|
| | % |
| Extremely interested | 0 |
| Very interested | 1 |
| Somewhat interested | 12 |
| Not very interested | 13 |
| Not at all interested | 74 |
| Not Sure (Do Not Read) | 0 |
| Refused (Do Not Read) | 0 |

h. Play games

Base: Total Respondents with Twitter Account, Do Not Currently Do Corresponding Activity,

| | N=80 |
|------------------------|------|
| | % |
| Extremely interested | 0 |
| Very interested | 1 |
| Somewhat interested | 3 |
| Not very interested | 11 |
| Not at all interested | 85 |
| Not Sure (Do Not Read) | 0 |
| Refused (Do Not Read) | 0 |

i. Meet new people

Base: Total Respondents with Twitter Account, Do Not Currently Do Corresponding Activity,

| | N=72 |
|------------------------|------|
| | % |
| Extremely interested | 0 |
| Very interested | 1 |
| Somewhat interested | 10 |
| Not very interested | 22 |
| Not at all interested | 68 |
| Not Sure (Do Not Read) | 0 |
| Refused (Do Not Read) | 0 |

j. Get news or information quickly

Base: Total Respondents with Twitter Account, Do Not Currently Do Corresponding Activity,

| | N=42 |
|------------------------|------|
| | % |
| Extremely interested | 2 |
| Very interested | 10 |
| Somewhat interested | 14 |
| Not very interested | 17 |
| Not at all interested | 55 |
| Not Sure (Do Not Read) | 2 |
| Refused (Do Not Read) | 0 |

k. Get in touch with people from your past

Base: Total Respondents with Twitter Account, Do Not Currently Do Corresponding Activity,

| | N=77 |
|------------------------|------|
| | % |
| Extremely interested | 1 |
| Very interested | 1 |
| Somewhat interested | 8 |
| Not very interested | 25 |
| Not at all interested | 65 |
| Not Sure (Do Not Read) | 0 |
| Refused (Do Not Read) | 0 |

SECTION 7- Social Network Experience

Q25A. **[READ ALL RESPONDENTS]** Do you currently have an account with any other social networking website not mentioned so far?

| Base: Total Respondents | N=1000 |
|--------------------------|--------|
| | % |
| Yes, current member | 6 |
| No, not a current member | 94 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | <.5 |

Q25. [READ IF Q11, Q13, OR Q19=1 FOR ANY YES HAVE AN ACCOUNT TO ANY SOCIAL NETWORK SITE]

Which one social networking website do you visit most often?

| Base: Total Respondents with any Social Network Account | N=693 |
|---|-------|
| | % |
| Record only one social network | 100 |

Q26. [READ IF Q11, Q13, OR Q19=1 FOR ANY YES HAVE AN ACCOUNT TO ANY SOCIAL NETWORK SITE]

Thinking about how you learned about social networking websites for the first time, was a family member or friend involved in showing or telling you about it?

| | |
|---|-------|
| Base: Total Respondents with any Social Network Account | N=693 |
| | % |
| Yes | 72 |
| No | 25 |
| Not Sure (Do Not Read) | 2 |
| Refused (Do Not Read) | <.5 |

Q27. [READ IF Q26=1 YES A FAMILY/FRIEND SHOWED]

Who was the family member or friend who first showed you or told you about social networking websites? (Do Not Read List)

| | |
|--|-------|
| Base: Total Respondents with any Social Network Account & Family/Friend Told About | N=502 |
| | % |
| Spouse | 7 |
| Friend | 28 |
| Child | 39 |
| Grandchild | 4 |
| Extended Family relative | 17 |
| Not Sure | 4 |
| Refused | <.5 |

Q28. [READ IF Q11, Q13, OR Q19=1 FOR ANY IF YES HAVE AN ACCOUNT TO ANY SOCIAL NETWORK SITE]

Have you taught, showed or told anyone who is at least 10 years younger than you about social networking websites for the first time?

| | |
|---|-------|
| Base: Total Respondents with any Social Network Account | N=693 |
| | % |
| Yes | 16 |
| No | 83 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | 0 |

Q29. [READ ALL RESPONDENTS] Thinking about what you know about social networking websites, how strongly would you agree or disagree that...**[ROTATE A &B]** **[READ ALL CATEGORIES]**

a. Social networking websites are a waste of time.

| | |
|----------------------------|--------|
| Base: Total Respondents | N=1000 |
| | % |
| Strongly agree | 20 |
| Agree | 20 |
| Neither agree nor disagree | 28 |
| Disagree | 22 |
| Strongly Disagree | 8 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | <.5 |

b. Social networking websites are a great way for people to stay in touch with one another.

| | |
|----------------------------|--------|
| Base: Total Respondents | N=1000 |
| | % |
| Strongly agree | 26 |
| Agree | 40 |
| Neither agree nor disagree | 19 |
| Disagree | 8 |
| Strongly Disagree | 6 |
| Not Sure (Do Not Read) | 2 |
| Refused (Do Not Read) | <.5 |

SECTION 8- Video-Chat

Q30. [READ ALL RESPONDENTS] Now switching topics, Have you ever heard of video-chatting?

[IF YES HEARD (Q30) THEN YES ANY VIDEO CHAT USE (Q31) THEN DISTANCE (Q32)]

[IF YES HEARD (Q30) THEN NO USE FOR EACH ITEM (Q31) ASK INTEREST IN USE (Q31A). IF NO USE FOR ALL VIDEO CHAT USE (Q31) THEN ASK REASONS NOT USING (Q33) THEN LIKELY TO USE (Q34)]

IF NO HEARD (Q30), THEN INTEREST IN USING (Q35)]

IF ASKED WHAT IS THIS READ: “Video-chatting allows you to make phone calls over the internet using web cameras to see the person you are calling while you are talking to them.”

| | |
|-------------------------|--------|
| Base: Total Respondents | N=1000 |
| | % |
| Yes | 69 |
| No | 30 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | 0 |

[READ ONLY IF Q30=1. YES HAVE HEARD OF VIDEO CHAT]

Q31. Have you ever used video chat to...? [RANDOMIZE]

a. Talk to your grandchildren **[READ ONLY IF Q7=1 HAS GRANDS]**

| | |
|---|-------|
| Base: Total Respondents Have Grandchild and Heard of Video Chat | N=333 |
| | % |
| Yes | 20 |
| No | 78 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | 0 |

b. Talk to your children [**READ ONLY IF Q6=1 HAS CHILDREN**]

Base: Total Respondents Have Child and Heard of Video Chat N=542

| | % |
|------------------------|-----|
| Yes | 31 |
| No | 69 |
| Not Sure (Do Not Read) | <.5 |
| Refused (Do Not Read) | 0 |

c. Talk to extended family members

Base: Total Respondents Have Heard of Video Chat N=687

| | % |
|------------------------|----|
| Yes | 31 |
| No | 69 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | 0 |

d. Take a class

Base: Total Respondents Have Heard of Video Chat N=687

| | % |
|------------------------|----|
| Yes | 12 |
| No | 86 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | 0 |

e. Talk to friends

| | |
|--|-------|
| Base: Total Respondents Have Heard of Video Chat | N=687 |
| | % |
| Yes | 31 |
| No | 68 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | 0 |

f. Talk to healthcare providers and other professionals providing services

| | |
|--|-------|
| Base: Total Respondents Have Heard of Video Chat | N=687 |
| | % |
| Yes | 7 |
| No | 92 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | 0 |

g. Attend a meeting

| | |
|--|-------|
| Base: Total Respondents Have Heard of Video Chat | N=687 |
| | % |
| Yes | 27 |
| No | 72 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | <.5 |

Q31A. [READ ONLY IF Q30=1. YES HAVE HEARD OF VIDEO CHAT, NO HAVE NOT USED IT FOR CORRESPONDING ITEM]

How interested are you in using video chat to...? **[READ FOR CORRESPONDING Q31 ITEM]**
[READ ALL CATEGORIES]

- a. Talk to your grandchildren **[READ ONLY IF Q7=1 HAS GRANDS]**

Base: Total Respondents Have Heard of Video Chat, Have Not Used for Corresponding Activity, Have Grandchildren

| | N=261 |
|------------------------|-------|
| | % |
| Extremely interested | 2 |
| Very interested | 7 |
| Somewhat interested | 25 |
| Not very interested | 19 |
| Not at all interested | 45 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | 1 |

- b. Talk to your children **[READ ONLY IF Q6=1 HAS CHILDREN]**

Base: Total Respondents Have Heard of Video Chat, Have Not Used for Corresponding Activity, Have Children

| | N=372 |
|------------------------|-------|
| | % |
| Extremely interested | 2 |
| Very interested | 9 |
| Somewhat interested | 22 |
| Not very interested | 21 |
| Not at all interested | 44 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | 0 |

c. Talk to extended family members

Base: Total Respondents Have Heard of Video Chat, Have Not Used for Corresponding Activity

N=472

| | % |
|------------------------|-----|
| Extremely interested | 1 |
| Very interested | 6 |
| Somewhat interested | 24 |
| Not very interested | 26 |
| Not at all interested | 42 |
| Not Sure (Do Not Read) | <.5 |
| Refused (Do Not Read) | <.5 |

d. Take a class

Base: Total Respondents Have Heard of Video Chat, Have Not Used for Corresponding Activity

N=594

| | % |
|------------------------|----|
| Extremely interested | 3 |
| Very interested | 5 |
| Somewhat interested | 24 |
| Not very interested | 20 |
| Not at all interested | 47 |
| Not Sure (Do Not Read) | 0 |
| Refused (Do Not Read) | 1 |

e. Talk to friends

Base: Total Respondents Have Heard of Video Chat, Have Not Used for Corresponding Activity

N=467

| | % |
|------------------------|-----|
| Extremely interested | <.5 |
| Very interested | 6 |
| Somewhat interested | 24 |
| Not very interested | 25 |
| Not at all interested | 44 |
| Not Sure (Do Not Read) | <.5 |
| Refused (Do Not Read) | <.5 |

f. Talk to healthcare providers and other professionals providing services

Base: Total Respondents Have Heard of Video Chat, Have Not Used for Corresponding Activity

| | N=633 |
|------------------------|-------|
| | % |
| Extremely interested | 2 |
| Very interested | 10 |
| Somewhat interested | 27 |
| Not very interested | 22 |
| Not at all interested | 38 |
| Not Sure (Do Not Read) | <.5 |
| Refused (Do Not Read) | 1 |

g. Attend a meeting

Base: Total Respondents Have Heard of Video Chat, Have Not Used for Corresponding Activity

| | N=494 |
|------------------------|-------|
| | % |
| Extremely interested | 2 |
| Very interested | 4 |
| Somewhat interested | 20 |
| Not very interested | 24 |
| Not at all interested | 50 |
| Not Sure (Do Not Read) | <.5 |
| Refused (Do Not Read) | <.5 |

Q32. READ IF Q31=1 FOR ANY A-G. YES HAVE HEARD OF VIDEO CHAT, YES HAVE USED VIDEO CHAT IN AT LEAST ONE WAY]

Think about all the people you video chat with and determine which person lives the farthest away from you. About how many miles away does that person live from you? **[CODE TO RESPONSE CATEGORIES]**

Base: Total Respondents Have Heard of Video Chat, Have Used for at least One Activity

| | |
|--|-------|
| | N=383 |
| | % |
| Less than 5 miles away | 1 |
| More than 5 but less than 20 miles away | 2 |
| More than 20 miles but less than 50 miles away | 3 |
| More than 50 miles but less than 100 miles away | 2 |
| More than 100 miles but less than 500 miles away | 12 |
| More than 500 miles away | 72 |
| Don't know (Do Not Read) | 7 |
| Refused (Do Not Read) | 1 |

Q33. [READ ONLY IF Q31=2 FOR ALL YES HEARD OF VIDEO CHAT, NO HAVE NOT USED VIDEO CHAT IN ANY WAY]

Thinking about video-chatting, Do you not use it for any of these reasons: Is it because you... **[RANDOMIZE]**

- a. Do not have a web camera or camera attached to your computer

Base: Total Respondents Have Heard of Video Chat, Have Not Used N=296

| | |
|------------------------|-----|
| | % |
| Yes | 33 |
| No | 65 |
| Not Sure (Do Not Read) | 2 |
| Refused (Do Not Read) | <.5 |

b. Do not know how to use it

Base: Total Respondents Have Heard of Video Chat, Have Not Used N=296

| | % |
|------------------------|----|
| Yes | 34 |
| No | 64 |
| Not Sure (Do Not Read) | 2 |
| Refused (Do Not Read) | 1 |

c. Are not comfortable with the technology

Base: Total Respondents Have Heard of Video Chat, Have Not Used N=296

| | % |
|------------------------|-----|
| Yes | 26 |
| No | 71 |
| Not Sure (Do Not Read) | 2 |
| Refused (Do Not Read) | <.5 |

d. Think it is too difficult to use

Base: Total Respondents Have Heard of Video Chat, Have Not Used

| | % |
|------------------------|-----|
| N=296 | |
| Yes | 8 |
| No | 87 |
| Not Sure (Do Not Read) | 5 |
| Refused (Do Not Read) | <.5 |

e. Think you will not like the way it looks

Base: Total Respondents Have Heard of Video Chat, Have Not Used

| | N=296 |
|------------------------|-------|
| | % |
| Yes | 9 |
| No | 82 |
| Not Sure (Do Not Read) | 8 |
| Refused (Do Not Read) | <.5 |

f. Think your internet connection is too slow

Base: Total Respondents Have Heard of Video Chat, Have Not Used

| | N=296 |
|------------------------|-------|
| | % |
| Yes | 12 |
| No | 84 |
| Not Sure (Do Not Read) | 4 |
| Refused (Do Not Read) | 0 |

g. Are concerned about personal privacy

Base: Total Respondents Have Heard of Video Chat, Have Not Used

| | N=296 |
|------------------------|-------|
| | % |
| Yes | 32 |
| No | 67 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | <.5 |

h. Are concerned about online safety

Base: Total Respondents Have Heard of Video Chat, Have Not Used

| | N=296 |
|------------------------|-------|
| | % |
| Yes | 25 |
| No | 73 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | <.5 |

i. Are just not interested

Base: Total Respondents Have Heard of Video Chat, Have Not Used

| | N=296 |
|------------------------|-------|
| | % |
| Yes | 65 |
| No | 33 |
| Not Sure (Do Not Read) | 2 |
| Refused (Do Not Read) | <.5 |

j. Think it is too expensive

Base: Total Respondents Have Heard of Video Chat, Have Not Used

| | N=296 |
|------------------------|-------|
| | % |
| Yes | 9 |
| No | 79 |
| Not Sure (Do Not Read) | 12 |
| Refused (Do Not Read) | 1 |

k. Think there is too much of a time difference between you and the people you would video chat with

Base: Total Respondents Have Heard of Video Chat, Have Not Used

N=296

| | % |
|------------------------|----|
| Yes | 9 |
| No | 86 |
| Not Sure (Do Not Read) | 4 |
| Refused (Do Not Read) | 1 |

l. Don't know anyone else using it

Base: Total Respondents Have Heard of Video Chat, Have Not Used

N=296

| | % |
|------------------------|----|
| Yes | 31 |
| No | 67 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | 1 |

m. Some other reason [RECORD]

Base: Total Respondents Have Heard of Video Chat, Have Not Used

N=296

| | % |
|------------------------|-----|
| Yes | 30 |
| No | 69 |
| Not Sure (Do Not Read) | <.5 |
| Refused (Do Not Read) | 1 |

Q34. READ ONLY IF Q31=2 FOR ALL YES HEARD OF VIDEO CHAT, NO HAVE NOT USED VIDEO CHAT IN ANY WAY]

Would you be more likely to use video-chat if you could.. **[RANDOMIZE]**

- a. Receive training about how to use it

Base: Total Respondents Have Heard of Video Chat, Have Not Used

| | |
|------------------------|-------|
| | N=296 |
| | % |
| Yes | 25 |
| No | 74 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | 0 |

- b. Receive training about online safety

Base: Total Respondents Have Heard of Video Chat, Have Not Used

| | |
|------------------------|-------|
| | N=296 |
| | % |
| Yes | 17 |
| No | 83 |
| Not Sure (Do Not Read) | 0 |
| Refused (Do Not Read) | 0 |

- c. Know how to protect your personal privacy on it

Base: Total Respondents Have Heard of Video Chat, Have Not Used

| | |
|------------------------|-------|
| | N=296 |
| | % |
| Yes | 26 |
| No | 73 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | 0 |

d. Use it to talk to your grandchildren [**READ ONLY IF Q7=1 HAS GRANDS**]

Base: Total Respondents Have Heard of Video Chat, Have Not Used, Have Grandchild

| | |
|------------------------|-------|
| | N=166 |
| | % |
| Yes | 27 |
| No | 70 |
| Not Sure (Do Not Read) | 3 |
| Refused (Do Not Read) | 1 |

e. Use it to talk to your children [**READ ONLY IF Q6=1 HAS CHILDREN**]

Base: Total Respondents Have Heard of Video Chat, Have Not Used, Have Children

| | |
|------------------------|-------|
| | N=228 |
| | % |
| Yes | 32 |
| No | 67 |
| Not Sure (Do Not Read) | <.5 |
| Refused (Do Not Read) | 0 |

f. Use it to talk with extended family members

Base: Total Respondents Have Heard of Video Chat, Have Not Used

| | |
|------------------------|-------|
| | N=296 |
| | % |
| Yes | 24 |
| No | 74 |
| Not Sure (Do Not Read) | 2 |
| Refused (Do Not Read) | 0 |

g. Use it to talk with friends

Base: Total Respondents Have Heard of Video Chat, Have Not Used

| | N=296 | % |
|------------------------|-------|----|
| Yes | | 24 |
| No | | 74 |
| Not Sure (Do Not Read) | | 1 |
| Refused (Do Not Read) | | 0 |

h. Use it to take a class

Base: Total Respondents Have Heard of Video Chat, Have Not Used

| | N=296 | % |
|------------------------|-------|----|
| Yes | | 25 |
| No | | 72 |
| Not Sure (Do Not Read) | | 3 |
| Refused (Do Not Read) | | 0 |

i. Use it to talk to healthcare providers and other professionals providing services

Base: Total Respondents Have Heard of Video Chat, Have Not Used N=296

| | N=296 | % |
|------------------------|-------|----|
| Yes | | 26 |
| No | | 71 |
| Not Sure (Do Not Read) | | 3 |
| Refused (Do Not Read) | | 0 |

j. Use it to attend a meeting

Base: Total Respondents Have Heard of Video Chat, Have Not Used N=296

| | N=296 | % |
|------------------------|-------|----|
| Yes | | 18 |
| No | | 80 |
| Not Sure (Do Not Read) | | 2 |
| Refused (Do Not Read) | | 0 |

Q35. [READ ONLY IF Q30=2. NO HAVE NOT HEARD OF VIDEO CHAT]

“Video-chatting allows you to make phone calls over the internet using web cameras to see the person you are calling while you are talking to them.” How interested are you in using video chat to ... Are you..[RANDOMIZE] [READ ALL CATEGORIES]

- a. Talk to your grandchildren [READ ONLY IF Q7=1 HAS GRANDS]

Base: Total Respondents Have Not Heard of Video Chat, Have Grandchildren

| | N=202 |
|------------------------|-------|
| | % |
| Extremely interested | 5 |
| Very interested | 7 |
| Somewhat interested | 15 |
| Not very interested | 15 |
| Not at all interested | 57 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | 1 |

- b. Talk to your children [READ ONLY IF Q6=1 HAS CHILDREN]

Base: Total Respondents Have Not Heard of Video Chat, Have Children

| | N=218 |
|------------------------|-------|
| | % |
| Extremely interested | 6 |
| Very interested | 8 |
| Somewhat interested | 13 |
| Not very interested | 19 |
| Not at all interested | 51 |
| Not Sure (Do Not Read) | 2 |
| Refused (Do Not Read) | 1 |

c. Talk to extended family members

Base: Total Respondents Have Not Heard of Video Chat

| | N=303 |
|------------------------|-------|
| | % |
| Extremely interested | 3 |
| Very interested | 7 |
| Somewhat interested | 18 |
| Not very interested | 19 |
| Not at all interested | 51 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | 1 |

d. Take a class

Base: Total Respondents Have Not Heard of Video Chat

| | N=303 |
|------------------------|-------|
| | % |
| Extremely interested | 2 |
| Very interested | 4 |
| Somewhat interested | 15 |
| Not very interested | 18 |
| Not at all interested | 59 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | 1 |

e. Talk to friends

Base: Total Respondents Have Not Heard of Video Chat

| | N=303 |
|------------------------|-------|
| | % |
| Extremely interested | 2 |
| Very interested | 6 |
| Somewhat interested | 18 |
| Not very interested | 16 |
| Not at all interested | 58 |
| Not Sure (Do Not Read) | <.5 |
| Refused (Do Not Read) | <.5 |

f. Talk to healthcare providers and other professionals providing services

Base: Total Respondents Have Not Heard of Video Chat

| | N=303 |
|------------------------|-------|
| | % |
| Extremely interested | 2 |
| Very interested | 6 |
| Somewhat interested | 16 |
| Not very interested | 20 |
| Not at all interested | 55 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | 1 |

g. Attend a meeting

Base: Total Respondents Have Not Heard of Video Chat

| | N=303 |
|------------------------|-------|
| | % |
| Extremely interested | 1 |
| Very interested | 4 |
| Somewhat interested | 15 |
| Not very interested | 17 |
| Not at all interested | 61 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | <.5 |

Q36. [READ ALL RESPONDENTS] Do you plan to use video-chat in the next six months?

| Base: Total Respondents | N=1000 |
|-------------------------|--------|
| | % |
| Yes | 28 |
| No | 68 |
| Not Sure (Do Not Read) | 3 |
| Refused (Do Not Read) | <.5 |

SECTION 9- Online Dating

Q37. [READ IF Q7A=2-6] ANY MARITAL STATUS EXCEPT MARRIED

I just have a few more questions. The internet has a lot of online dating websites. In the past 12 months, that is from September 2010 to today have you visited an online dating website?

IF ASKED WHAT IS THIS READ: “Online dating is a dating system which allows individuals to search, contact and communicate with others over the Internet, with the objective of developing a personal, romantic, or sexual relationship. Online dating services are usually unmoderated matchmaking over the Internet.

| | |
|---|-------|
| Base: Total Respondents Who are not Married | N=331 |
| | % |
| Yes | 13 |
| No | 87 |
| Not Sure (Do Not Read) | <.5 |
| Refused (Do Not Read) | 0 |

SECTION 10: Demographics

The following questions are for classification purposes only and will be kept entirely confidential.

D1. RECORD RESPONDENT'S GENDER. READ ONLY IF ABSOLUTELY NECESSARY: "To ensure it is recorded accurately, could you please state your gender?"

| | |
|-------------------------|--------|
| Base: Total Respondents | N=1000 |
| | % |
| Male | 48 |
| Female | 52 |

D2. Are you or your spouse currently a member of AARP?

| | |
|------------------------|--------|
| Base: Total Respondent | N=1000 |
| | % |
| Yes | 43 |
| No | 55 |
| Not Sure (Do Not Read) | 1 |
| Refused (Do Not Read) | 1 |

D3. Do you personally have a working cell phone?

| | |
|------------------------|--------|
| Base: Total Respondent | N=1000 |
| | % |
| Yes | 90 |
| No | 10 |
| Not Sure (Do Not Read) | 0 |
| Refused (Do Not Read) | <.5 |

D4. What is the highest level of education that you completed? **[READ EACH ANSWER CATEGORY]**

| | |
|--|--------|
| Base: Total Respondent | N=1000 |
| | % |
| 0 to 12 th grade, but with no diploma | 2 |
| High school graduate or equivalent | 16 |
| Post high school education, but with no degree | 14 |
| 2 year degree | 17 |
| 4 year degree | 19 |
| Post graduate study, but with no degree | 8 |
| Graduate or professional degree | 25 |
| Not Sure (Do Not Read) | <.5 |
| Refused (Do Not Read) | 1 |

D5. Does any disability, handicap, or chronic disease keep you or your spouse or partner from participating fully in work, school, housework, or other activities?

| | |
|--------------------------------------|--------|
| Base: Total Respondents | N=1000 |
| | % |
| Yes, myself | 14 |
| Yes, my spouse or partner | 4 |
| Yes, myself and my spouse or partner | 2 |
| No | 80 |

D6. Which of the following best describes your current employment status?

[READ EACH ANSWER CATEGORY]

| | |
|---|--------|
| Base: Total Respondents | N=1000 |
| | % |
| Self-employed full-time | 9 |
| Self-employed part-time | 6 |
| Employed full-time | 32 |
| Employed part-time | 8 |
| Retired and not working at all | 33 |
| Unemployed and looking for work | 4 |
| Or are you not in the labor force for other reasons | 7 |
| Not Sure (Do Not Read) | <.5 |
| Refused (Do Not Read) | 1 |

D7. Are you of Hispanic, Spanish, or Latino origin or descent?

| | |
|-------------------------|--------|
| Base: Total Respondents | N=1000 |
| | % |
| Yes | 2 |
| No | 97 |
| Not Sure (Don't read) | 0 |
| Refused (Don't read) | 1 |

D8. What is your race? Are you....**[READ EACH ANSWER CATEGORY]**?

| | |
|--|--------|
| Base: Total Respondents | N=1000 |
| | % |
| White or Caucasian | 91 |
| Black or African American | 1 |
| Native American or Alaskan Native | 1 |
| Asian | 1 |
| Native Hawaiian or other Pacific Islander | <.5 |
| Or are you some other race? [Please specify:_____] | 3 |
| Not Sure (Don't read) | <.5 |
| Refused (Don't read) | 2 |

D9. What is your 5-digit zip code? _____

Base: Total Respondents N=1000

D10. What is your county of residence? [DO NOT READ]

| Base: Total Respondents | N=1000 |
|-------------------------|--------|
| | % |
| Adams County | <.5 |
| Asotin County | <.5 |
| Benton County | 4 |
| Chelan County | 2 |
| Clallam County | 1 |
| Clark County | 5 |
| Columbia County | <.5 |
| Cowlitz County | 2 |
| Douglas County | 1 |
| Ferry County | <.5 |
| Franklin County | <.5 |
| Garfield County | <.5 |
| Grant County | <.5 |
| Grays Harbor County | 2 |
| Island County | 2 |
| Jefferson County | 1 |
| King County | 27 |
| Kitsap County | 5 |
| Kittitas County | <.5 |
| Klickitat County | <.5 |
| Lewis County | 2 |
| Lincoln County | 1 |
| Mason County | 1 |
| Okanogan County | 1 |
| Pacific County | 1 |
| Pend Oreille County | <.5 |
| Pierce County | 7 |
| San Juan County | 1 |
| Skagit County | 3 |
| Skamania County | 1 |
| Snohomish County | 9 |
| Spokane County | 7 |
| Stevens County | 2 |
| Thurston County | 5 |
| Wahkiakum County | <.5 |
| Walla Walla County | 1 |
| Whatcom County | 4 |
| Whitman County | <.5 |
| Yakima County | 2 |

D11. Besides yourself, who else lives in your household? Is it a...

| Base: Total Respondents | N=1000 |
|---|--------|
| | % |
| Spouse/partner | 67 |
| Child under age 18 | 16 |
| Child age 18 or older | 13 |
| Grandchild under age 18 | 3 |
| Grandchildren over age 18 | 1 |
| Parent or parent-in-law | 2 |
| Relative other than child or grandchild | 3 |
| someone not related to you or your spouse/partner | 3 |
| Live alone (Do Not Read) | 17 |
| Don't know/Refused (Do Not Read) | 5 |

D12. We realize income is a private matter and so rather than READ you anything specific about your income, I'd like to READ you to please stop me when I get to the category that includes your household's income before taxes in 2010. Was it....**[READ EACH ANSWER CATEGORY]?**

| Base: Total Respondents | N=1000 |
|----------------------------------|--------|
| | % |
| Less than \$10,000 | 3 |
| \$10,000 to less than \$20,000 | 6 |
| \$20,000 to less than \$30,000 | 6 |
| \$30,000 to less than \$40,000 | 8 |
| \$40,000 to less than \$50,000 | 8 |
| \$50,000 to less than \$60,000 | 8 |
| \$60,000 to less than \$75,000 | 7 |
| \$75,000 to less than \$100,000 | 12 |
| \$100,000 to less than \$150,000 | 13 |
| \$150,000 to less than \$200,000 | 4 |
| \$200,000 or more | 4 |
| Not sure (Do Not Read) | 4 |
| Refused (Do Not Read) | 18 |

That was our last question for tonight/today. Thank you very much for taking the time to help us out. Have a great day/night!



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Research and Strategic Analysis
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