



S1. What country do you live in? (Select one)

1. United States
2. Canada

[LOGIC: IF S1=[2] END THE SURVEY]

S2. What is your gender? (Select one)

1. Male
2. Female

S3. How old are you?

_____ [TEXT]

[LOGIC: RANGE LIMIT IS 18-88; IF YOUNGER OR OLDER THAN RANGE LIMIT END THE SURVEY]

CT1. How often do you go online (including weekdays and weekends)? This includes access from home, work, or elsewhere to an online service, the Internet, or the World Wide Web. (Select one)

1. I do not go online at all
2. Less often than once a month
3. About once a month
4. Several times a month
5. About once a week
6. Several times a week
7. About once a day
8. Several times a day

[LOGIC: IF CT1=[1|2] END THE SURVEY]

CT2. Where do you go online? (Select all that apply)

1. Home
2. Work
3. School
4. Restaurant/coffee shop
5. Internet café
6. Library
7. Hotel
8. Airport
9. Outdoors
10. Somewhere else

[LOGIC: IF CT2≠[1] GO TO CT4]

CT3. What kind of Internet connection do you usually use at home? (Select one)

1. I don't have a home connect ion
2. Cable modem
3. DSL
4. Dial-up modem



- 5. Satellite
- 6. Fiber (e.g., Verizon FiOS, AT&T U-Verse)
- 7. Other (please specify)
- 8. Don't know

CT4. In a typical WEEK, how many hours do you spend doing each of the following? (Select one for each row)

| None | Less Than 1 Hour | 1-4 Hours | 5-9 Hours | 10-14 Hours | 15-19 Hours | 20-24 Hours | 25-29 Hours | 30 or More Hours |
|------|------------------|-----------|-----------|-------------|-------------|-------------|-------------|------------------|
|------|------------------|-----------|-----------|-------------|-------------|-------------|-------------|------------------|

- 1. Reading newspapers **not online**
- 2. Reading newspapers **online**
- 3. Reading magazines **not online**
- 4. Reading magazines **online**
- 5. Watching TV **not online**
- 6. Watching TV **online**
- 7. Listening to the radio **not online**
- 8. Listening to the radio **online**
- 9. Playing video games on a computer
- 10. Playing video games on a console or handheld player (e.g., PS2, GameBoy)
- 11. Playing video games **online**
- 12. Using the Internet for personal purposes
- 13. Using the Internet for work purposes

CT5. Please indicate how much each describes your attitudes towards technology and your lifestyle. (Select one for each row)

| Doesn't describe at all | | | | | Describes completely | | | | |
|-------------------------|---|---|---|---|----------------------|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

- 1. I like to impress people with my lifestyle.
- 2. Technology is important to me.
- 3. I am very competitive when it comes to my career.
- 4. Having fun is the whole point of life.
- 5. I am constantly looking for new ways to entertain myself.
- 6. Making a lot of money is important to me.
- 7. I spend most of my free time doing fun stuff with my friends.
- 8. I like to show off my taste and style.
- 9. I like technology.
- 10. My family is by far the most important thing in my life.
- 11. Most of my spare time is devoted to activities with my family.
- 12. I put a lot of time and energy into my career.

CT6. Please indicate how much each statement describes your attitudes towards product purchasing and lifestyle. (Select one for each row)



| | | | | |
|-------------------|---|----------------|---|---|
| Strongly disagree | | Strongly agree | | |
| 1 | 2 | 3 | 4 | 5 |

1. I like to shop around before making a purchase.
2. If I really want something, I will buy it on credit rather than wait.
3. Price is more important to me than brand names.
4. Owning the best brand is important to me.
5. I am influenced by what's hot and what's not.
6. I would pay more for products consistent with an image I like.
7. When I find a brand I like, I stick to it.
8. I like to research products online and purchase them offline.
9. I would pay more for products that save me time and hassles.
10. I'm always willing to try or do new things.
11. I care about my appearance.
12. I'm annoyed by the amount of advertising today.
13. Advertisements help me decide what to buy.
14. I often tell my friends about products that interest me.
15. I rely a lot on recommendations from my friends and family when making purchases.
16. I spend a lot of time trying to look my best.

CT7. In the PAST 3 MONTHS, which of the following actions have you taken to conserve finances? (Select all that apply)

1. Tried to control fixed monthly costs such as utilities
2. Delayed making non-essential retail purchases
3. Cut down on the fuel consumption of my car
4. Trimmed back on leisure travel/vacation plans
5. Cut back or eliminated healthcare/prescription expenses
6. Other
7. I have not taken any actions to conserve finances

Now, we'd like to ask you about some activities you may do online. There are different ways you can use the Internet, and we'd like to know how often you participate in the following activities.

MA1. There are many ways to put your own opinions, videos, music, and photos on the Internet. Which of the following activities do you do at least monthly? (Select all that apply)

1. Publish, maintain, or update a blog
2. Upload video you created to a public Web site (e.g., YouTube or MySpace)
3. Upload audio/music you created to a public Web site
4. Upload photos to a public Web site (e.g., Flickr, photobucket)
5. Publish or update your own Web pages
6. Write articles, stories, poems, etc. and post them online (e.g., Gather, Helium)
7. None of the above

MA2. There are also many ways to contribute to, organize, or "tag" content on Web sites on the Internet. Which of the following activities do you do at least monthly? (Select all that apply)

1. Comment on someone else's blog



2. Add comments to someone's page on a social networking site (e.g., MySpace, Facebook)
3. Post ratings/reviews of products or services (e.g., Amazon, Epinions, Yelp)
4. Contribute to online forums or discussion groups
5. Contribute to/edit articles in a wiki (e.g., Wikipedia)
6. Use RSS (Really Simple Syndication) feeds
7. Add labels or "tags" to Web pages, online photos, etc. (e.g., Delicious, Flickr)
8. "Vote" for Web sites online (e.g., Digg, Reddit)
9. None of the above

MA3. There are also many ways to consume content, including social content, on Web sites, on the Internet. Which of the following activities do you do at least monthly? (Select all that apply)

1. Update/maintain a profile on a social networking site (e.g., MySpace, Facebook, LinkedIn)
2. Visit social networking sites (e.g., MySpace, Facebook, LinkedIn)
3. Read blogs
4. Watch video from other users (e.g., YouTube)
5. Listen to or download audio/music from other users
6. Read online forums or discussion groups
7. Read customer ratings/reviews of products or services (e.g., Amazon, Epinions, Yelp)
8. Listen to podcasts
9. Use personal portal/content sites (e.g., iGoogle, My Yahoo!, My MSN)
10. None of the above

DM1. What is your current marital status? (Select all that apply)

1. Never married
2. Engaged
3. Married
4. Separated
5. Widowed
6. Divorced
7. Living with partner, not married

DM2. How many people live in your household? (Select one)

1. 1
2. 2
3. 3
4. 4
5. 5 or more
6. Prefer not to say

[LOGIC: IF DM2=[1] GO TO DM5]

DM3. How many children younger than 18 live in your household? (Select one)

1. None
2. 1
3. 2
4. 3

- 5. 4
- 6. 5 or more
- 7. Prefer not to stay

[LOGIC: IF DM3=[1] GO TO DM5]

DM4. Are there any children living in your household of the following ages? (Select all that apply)

- 1. Younger than 12 months
- 2. 12 months to 23 months
- 3. 2 to 3 years old
- 4. 4 to 5 years old
- 5. 6 to 12 years old
- 6. 13 to 17 years old
- 7. Prefer not to say

DM5. Which of the following best describes you? (Select all that apply)

- 1. Parent/Step-parent
- 2. Grandparent to kids under 6
- 3. Grandparent to kids between 6-12
- 4. Grandparent to kids between 13-17
- 5. Grandparent, all grandchildren 18 or older
- 6. I do not have children

DM6. What is your Zip Code?

Zip Code: _____ [TEXT]

[LOGIC: RANGE LIMIT IS 00600-99950]

DM7. What is the highest level of education you have completed? (Select one)

- 1. Some high school or less
- 2. High school graduate
- 3. Some college, no degree
- 4. 2-year college/technical school
- 5. 4-year college degree
- 6. Postgraduate degree

DM8. Which of the following best describes your employment status? (Select all that apply)

- 1. Student Part-Time
- 2. Student Full-Time
- 3. Employed Part-Time
- 4. Employed Full-Time
- 5. Retired
- 6. Not employed

DM9. Which of the following best describes your race or ethnic background? (Select all that apply)

- 1. Biracial or multiracial



2. Black or African-American descent
3. East Asian, Southeast Asian, or Pacific Islander descent
4. Hispanic or Latino
5. Native American, American Indian, or First Nation
6. South Asian descent (Indian subcontinent)
7. White or Caucasian
8. Other (please specify)

DM10. Which range best describes the total combined annual income of all members of your household? (Select one)

1. Less than \$37,500
2. \$37,500 to \$54,999
3. \$55,000 to \$74,999
4. \$75,000 to \$99,999
5. \$100,000 or more

[LOGIC: ONLY SHOW OPTIONS THAT ARE RELEVANT BASED ON ANSWER FROM DM10]

DM11. Which range best describes the total combined annual income of all members of your household? (Select one)

1. Less than \$20,000
2. \$20,000 to \$24,999
3. \$25,000 to \$29,999
4. \$30,000 to \$34,999
5. \$35,000 to \$39,999
6. \$40,000 to \$44,999
7. \$45,000 to \$49,999
8. \$50,000 to \$54,999
9. \$55,000 to \$59,999
10. \$60,000 to \$64,999
11. \$65,000 to \$69,999
12. \$70,000 to \$74,999
13. \$75,000 to \$79,999
14. \$80,000 to \$84,999
15. \$85,000 to \$89,999
16. \$90,000 to \$94,999
17. \$95,000 to \$99,999
18. \$100,000 to \$124,999
19. \$125,000 to \$149,999
20. \$150,000 to \$174,999
21. \$175,000 to \$199,999
22. \$200,000 to \$249,999
23. \$250,000 to \$299,999
24. \$300,000 or more