



Maccabee CaringBridge

Table of Contents

1	1. Imagine a situation where you or someone in your care is facing a serious health challenge or illness. Which of the following communication methods would you prefer to use to provide updates to family and friends?
2	1. Imagine a situation where you or someone in your care is facing a serious health challenge or illness. Which of the following communication methods would you prefer to use to provide updates to family and friends?
3	1. Imagine a situation where you or someone in your care is facing a serious health challenge or illness. Which of the following communication methods would you prefer to use to provide updates to family and friends?
4	2. Have you ever used any of the following online methods for sharing updates about a serious health challenge or illness you or someone you care for is facing?
5	2. Have you ever used any of the following online methods for sharing updates about a serious health challenge or illness you or someone you care for is facing?
6	2. Have you ever used any of the following online methods for sharing updates about a serious health challenge or illness you or someone you care for is facing?
7	3. Aside from excellent medical care, which of the following would you consider to be the most beneficial to you when facing your own serious health challenge or illness?
8	3. Aside from excellent medical care, which of the following would you consider to be the most beneficial to you when facing your own serious health challenge or illness?
9	3. Aside from excellent medical care, which of the following would you consider to be the most beneficial to you when facing your own serious health challenge or illness?
10	4. Which of the following would you most appreciate receiving if you were facing a serious health challenge or illness?
11	4. Which of the following would you most appreciate receiving if you were facing a serious health challenge or illness?
12	4. Which of the following would you most appreciate receiving if you were facing a serious health challenge or illness?
13	5. Imagine again that you or someone you cared for was facing a serious health challenge or illness and you had access to a personal website where you could share information with family and friends. Please rank the following features from 1 to 5, 1 being the most important feature to have and 5 being the least important feature to have in a personal website dedicated to sharing your health information. - Knowing that the website was private and secure
14	5. Imagine again that you or someone you cared for was facing a serious health challenge or illness and you had access to a personal website where you could share information with family and friends. Please rank the following features from 1 to 5, 1 being the most important feature to have and 5 being the least important feature to have in a personal website dedicated to sharing your health information. - Knowing that the website was private and secure
15	5. Imagine again that you or someone you cared for was facing a serious health challenge or illness and you had access to a personal website where you could share information with family and friends. Please rank the following features from 1 to 5, 1 being the most important feature to have and 5 being the least important feature to have in a personal website dedicated to sharing your health information. - Knowing that the website was private and secure
16	5. Imagine again that you or someone you cared for was facing a serious health challenge or illness and you had access to a personal website where you could share information with family and friends. Please rank the following features from 1 to 5, 1 being the most important feature to have and 5 being the least important feature to have in a personal website dedicated to sharing your health information. - Making sure the website was easy to access and navigate for you and your visitors

<u>17</u>	5. Imagine again that you or someone you cared for was facing a serious health challenge or illness and you had access to a personal website where you could share information with family and friends. Please rank the following features from 1 to 5, 1 being the most important feature to have and 5 being the least important feature to have in a personal website dedicated to sharing your health information. - Making sure the website was easy to access and navigate for you and your visitors
<u>18</u>	5. Imagine again that you or someone you cared for was facing a serious health challenge or illness and you had access to a personal website where you could share information with family and friends. Please rank the following features from 1 to 5, 1 being the most important feature to have and 5 being the least important feature to have in a personal website dedicated to sharing your health information. - Making sure the website was easy to access and navigate for you and your visitors
<u>19</u>	5. Imagine again that you or someone you cared for was facing a serious health challenge or illness and you had access to a personal website where you could share information with family and friends. Please rank the following features from 1 to 5, 1 being the most important feature to have and 5 being the least important feature to have in a personal website dedicated to sharing your health information. - Having features like a calendar so friends and family could be kept informed of upcoming events related to your care
<u>20</u>	5. Imagine again that you or someone you cared for was facing a serious health challenge or illness and you had access to a personal website where you could share information with family and friends. Please rank the following features from 1 to 5, 1 being the most important feature to have and 5 being the least important feature to have in a personal website dedicated to sharing your health information. - Having features like a calendar so friends and family could be kept informed of upcoming events related to your care
<u>21</u>	5. Imagine again that you or someone you cared for was facing a serious health challenge or illness and you had access to a personal website where you could share information with family and friends. Please rank the following features from 1 to 5, 1 being the most important feature to have and 5 being the least important feature to have in a personal website dedicated to sharing your health information. - Having features like a calendar so friends and family could be kept informed of upcoming events related to your care
<u>22</u>	5. Imagine again that you or someone you cared for was facing a serious health challenge or illness and you had access to a personal website where you could share information with family and friends. Please rank the following features from 1 to 5, 1 being the most important feature to have and 5 being the least important feature to have in a personal website dedicated to sharing your health information. - Having a personal space where you could write down your experiences
<u>23</u>	5. Imagine again that you or someone you cared for was facing a serious health challenge or illness and you had access to a personal website where you could share information with family and friends. Please rank the following features from 1 to 5, 1 being the most important feature to have and 5 being the least important feature to have in a personal website dedicated to sharing your health information. - Having a personal space where you could write down your experiences
<u>24</u>	5. Imagine again that you or someone you cared for was facing a serious health challenge or illness and you had access to a personal website where you could share information with family and friends. Please rank the following features from 1 to 5, 1 being the most important feature to have and 5 being the least important feature to have in a personal website dedicated to sharing your health information. - Having a personal space where you could write down your experiences
<u>25</u>	5. Imagine again that you or someone you cared for was facing a serious health challenge or illness and you had access to a personal website where you could share information with family and friends. Please rank the following features from 1 to 5, 1 being the most important feature to have and 5 being the least important feature to have in a personal website dedicated to sharing your health information. - Having the website available free of charge to users
<u>26</u>	5. Imagine again that you or someone you cared for was facing a serious health challenge or illness and you had access to a personal website where you could share information with family and friends. Please rank the following features from 1 to 5, 1 being the most important feature to have and 5 being the least important feature to have in a personal website dedicated to sharing your health information. - Having the website available free of charge to users
<u>27</u>	5. Imagine again that you or someone you cared for was facing a serious health challenge or illness and you had access to a personal website where you could share information with family and friends. Please rank the following features from 1 to 5, 1 being the most important feature to have and 5 being the least important feature to have in a personal website dedicated to sharing your health information. - Having the website available free of charge to users

28	5. Imagine again that you or someone you cared for was facing a serious health challenge or illness and you had access to a personal website where you could share information with family and friends. Please rank the following features from 1 to 5, 1 being the most important feature to have and 5 being the least important feature to have in a personal website dedicated to sharing your health information. - Top 2 Box - Most important/2nd Most important Summary
29	5. Imagine again that you or someone you cared for was facing a serious health challenge or illness and you had access to a personal website where you could share information with family and friends. Please rank the following features from 1 to 5, 1 being the most important feature to have and 5 being the least important feature to have in a personal website dedicated to sharing your health information. - Top 2 Box - Most important/2nd Most important Summary
30	5. Imagine again that you or someone you cared for was facing a serious health challenge or illness and you had access to a personal website where you could share information with family and friends. Please rank the following features from 1 to 5, 1 being the most important feature to have and 5 being the least important feature to have in a personal website dedicated to sharing your health information. - Top 2 Box - Most important/2nd Most important Summary
31	5. Imagine again that you or someone you cared for was facing a serious health challenge or illness and you had access to a personal website where you could share information with family and friends. Please rank the following features from 1 to 5, 1 being the most important feature to have and 5 being the least important feature to have in a personal website dedicated to sharing your health information. - Mean Summary
32	5. Imagine again that you or someone you cared for was facing a serious health challenge or illness and you had access to a personal website where you could share information with family and friends. Please rank the following features from 1 to 5, 1 being the most important feature to have and 5 being the least important feature to have in a personal website dedicated to sharing your health information. - Mean Summary
33	5. Imagine again that you or someone you cared for was facing a serious health challenge or illness and you had access to a personal website where you could share information with family and friends. Please rank the following features from 1 to 5, 1 being the most important feature to have and 5 being the least important feature to have in a personal website dedicated to sharing your health information. - Mean Summary
34	6. If you had access to a personal website to share updates during a serious health challenge or illness, which of the following would you see as the top benefit or advantage of using this technology?
35	6. If you had access to a personal website to share updates during a serious health challenge or illness, which of the following would you see as the top benefit or advantage of using this technology?
36	6. If you had access to a personal website to share updates during a serious health challenge or illness, which of the following would you see as the top benefit or advantage of using this technology?
37	7. If you had access to a personal website to share updates during a serious health challenge or illness, which of the following would you see as the biggest drawback or obstacle of using this technology?
38	7. If you had access to a personal website to share updates during a serious health challenge or illness, which of the following would you see as the biggest drawback or obstacle of using this technology?
39	7. If you had access to a personal website to share updates during a serious health challenge or illness, which of the following would you see as the biggest drawback or obstacle of using this technology?
40	8a. Most like to hear
41	8a. Most like to hear
42	8a. Most like to hear
43	8b. Least like to hear
44	8b. Least like to hear
45	8b. Least like to hear
46	Household Income
47	Household Income

48	Household Income
49	Gender.
50	Gender.
51	Gender.
52	Age
53	Age
54	Age
55	Region
56	Region
57	Region
58	Education Of Panel Member
59	Education Of Panel Member
60	Education Of Panel Member
61	Age & Presence Of Children
62	Age & Presence Of Children
63	Age & Presence Of Children
64	Marital Status
65	Marital Status
66	Marital Status
67	Employment Of Panel Member
68	Employment Of Panel Member
69	Employment Of Panel Member
70	Ethnicity
71	Ethnicity
72	Ethnicity
73	Are you of Hispanic Ethnicity?
74	Are you of Hispanic Ethnicity?
75	Are you of Hispanic Ethnicity?

1. Imagine a situation where you or someone in your care is facing a serious health challenge or illness. Which of the following communication methods would you prefer to use to provide updates to family and friends?

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents (unwtd)	1011	435	576	255	388	368	448	563	181	234	360	236
Base: All respondents (wtd)	1011	490	521	308	387	316	420	591	188	223	371	228
Phone	884	420	463	260	330	294	367	517	162	189	327	206
	87%	86%	89%	84%	85%	93%	87%	87%	86%	84%	88%	90%
						CD						
Face-to-face conversations	772	377	395	223	290	259	309	463	145	167	284	176
	76%	77%	76%	72%	75%	82%	74%	78%	77%	75%	76%	77%
						CD						
Email	644	308	336	174	248	222	259	385	118	155	226	144
	64%	63%	64%	56%	64%	70%	62%	65%	63%	69%	61%	63%
						C				J		
Text messages	220	112	108	105	82	33	91	128	35	40	82	62
	22%	23%	21%	34%	21%	11%	22%	22%	19%	18%	22%	27%
				DE	E							I
Mail	219	111	108	49	95	75	108	111	53	44	89	34
	22%	23%	21%	16%	25%	24%	26%	19%	28%	20%	24%	15%
					C	C	G		K		K	
Personal and private health website	133	61	72	40	55	39	46	87	26	36	39	32
	13%	12%	14%	13%	14%	12%	11%	15%	14%	16%	11%	14%
General social network (e.g., Facebook, My Space)	94	46	47	53	34	7	50	43	13	29	35	17
	9%	9%	9%	17%	9%	2%	12%	7%	7%	13%	9%	8%
				DE	E		G					
Blog or micro-blogging (WordPress, Blogger, Twitter)	26	14	12	12	12	2	9	18	5	6	12	5
	3%	3%	2%	4%	3%	1%	2%	3%	2%	3%	3%	2%
				E	E							
Other	41	20	20	10	15	16	19	22	7	5	19	9
	4%	4%	4%	3%	4%	5%	5%	4%	4%	2%	5%	4%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G - H/I/J/K

1. Imagine a situation where you or someone in your care is facing a serious health challenge or illness. Which of the following communication methods would you prefer to use to provide updates to family and friends?

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents (unwtd)	1011	331	680	766	245	442	91	290	188	570	441	872	124
Base: All respondents (wtd)	1011	349	662	739	272	464	96*	290	161	569	442	864	132
Phone	884	298	586	661	223	405	79	251	149	502	382	770	106
	87%	85%	88%	89%	82%	87%	82%	87%	92%	88%	87%	89%	80%
				D					F			L	
Face-to-face conversations	772	253	519	575	197	346	75	218	133	434	338	670	90
	76%	73%	78%	78%	72%	75%	78%	75%	82%	76%	77%	78%	68%
									E			L	
Email	644	213	431	447	197	296	61	178	109	384	260	542	90
	64%	61%	65%	60%	72%	64%	64%	61%	68%	67%	59%	63%	68%
					C					J			
Text messages	220	94	125	168	52	109	21	70	19	112	108	170	42
	22%	27%	19%	23%	19%	24%	22%	24%	12%	20%	24%	20%	32%
		B				H	H	H					K
Mail	219	69	151	176	44	88	23	63	45	108	111	187	32
	22%	20%	23%	24%	16%	19%	24%	22%	28%	19%	25%	22%	24%
				D					E		I		
Personal and private health website	133	48	85	86	48	65	13	36	19	79	54	114	18
	13%	14%	13%	12%	18%	14%	14%	13%	12%	14%	12%	13%	14%
					C								
General social network (e.g., Facebook, My Space)	94	46	47	64	29	45	11	34	5	49	44	79	11
	9%	13%	7%	9%	11%	10%	11%	12%	3%	9%	10%	9%	9%
		B				H	H	H					
Blog or micro-blogging (WordPress, Blogger, Twitter)	26	17	9	8	18	16	2	9	0	20	7	23	3
	3%	5%	1%	1%	7%	3%	2%	3%	-	3%	1%	3%	3%
		B			C	H		H					
Other	41	8	33	32	9	22	4	11	4	20	21	37	4
	4%	2%	5%	4%	3%	5%	4%	4%	3%	4%	5%	4%	3%
			A										

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H - I/J - K/L * small base

1. Imagine a situation where you or someone in your care is facing a serious health challenge or illness. Which of the following communication methods would you prefer to use to provide updates to family and friends?

	Total	All SN users	Online methods	Other methods	Have never had to share
		A	B	C	D
Base: All respondents (unwtd)	1011	221	439	207	365
Base: All respondents (wtd)	1011	238	439	208	364
Phone	884	148	380	188	316
	87%	62%	87%	90%	87%
Face-to-face conversations	772	127	320	163	289
	76%	53%	73%	78%	79%
					B
Email	644	105	300	112	232
	64%	44%	68%	54%	64%
			C		C
Text messages	220	40	118	41	61
	22%	17%	27%	20%	17%
			D		
Mail	219	39	65	65	89
	22%	16%	15%	31%	24%
				B	B
Personal and private health website	133	133	46	33	54
	13%	56%	10%	16%	15%
General social network (e.g., Facebook, My Space)	94	94	61	11	22
	9%	39%	14%	5%	6%
			CD		
Blog or micro-blogging (WordPress, Blogger, Twitter)	26	26	20	1	6
	3%	11%	4%	1%	2%
			CD		
	41	2	7	10	24

1. Imagine a situation where you or someone in your care is facing a serious health challenge or illness. Which of the following communication methods would you prefer to use to provide updates to family and friends?

	Total	All SN users	Online methods	Other methods	Have never had to share
Other	4%	1%	2%	5%	7%
				B	B

Proportions/Mean: Columns Tested (5% risk level) - B/C/D

2. Have you ever used any of the following online methods for sharing updates about a serious health challenge or illness you or someone you care for is facing?

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents (unwtd)	1011	435	576	255	388	368	448	563	181	234	360	236
Base: All respondents (wtd)	1011	490	521	308	387	316	420	591	188	223	371	228
Email	357	166	191	117	132	108	133	224	65	79	134	79
	35%	34%	37%	38%	34%	34%	32%	38%	35%	35%	36%	35%
								F				
Text messages	169	84	85	87	58	23	64	105	32	25	61	52
	17%	17%	16%	28%	15%	7%	15%	18%	17%	11%	16%	23%
				DE	E							I
General social network (e.g., Facebook, My Space)	125	57	68	65	45	15	52	73	22	24	47	32
	12%	12%	13%	21%	12%	5%	12%	12%	12%	11%	13%	14%
				DE	E							
Personal and private health website (e.g., CaringBridge)	62	29	34	24	19	19	12	50	10	12	22	18
	6%	6%	6%	8%	5%	6%	3%	8%	5%	5%	6%	8%
								F				
Blog or micro-blogging (WordPress, Blogger, Twitter)	26	20	6	18	8	0	6	20	4	6	10	6
	3%	4%	1%	6%	2%	-	1%	3%	2%	2%	3%	3%
		B		DE	E							
Other online tool	26	13	12	12	9	5	12	14	4	7	3	11
	3%	3%	2%	4%	2%	2%	3%	2%	2%	3%	1%	5%
										J		J
None of the above methods	208	106	101	52	78	78	96	112	34	44	87	43
	21%	22%	19%	17%	20%	25%	23%	19%	18%	20%	23%	19%
						C						
I have not had to share updates about a serious health challenge or illness	364	176	188	99	145	120	156	209	75	85	121	84
	36%	36%	36%	32%	37%	38%	37%	35%	40%	38%	33%	37%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G - H/I/J/K

2. Have you ever used any of the following online methods for sharing updates about a serious health challenge or illness you or someone you care for is facing?

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents (unwtd)	1011	331	680	766	245	442	91	290	188	570	441	872	124
Base: All respondents (wtd)	1011	349	662	739	272	464	96*	290	161	569	442	864	132
Email	357	131	226	239	118	178	31	90	58	209	148	304	48
	35%	38%	34%	32%	43%	38%	33%	31%	36%	37%	34%	35%	36%
					C								
Text messages	169	76	93	110	59	97	9	51	12	93	76	137	29
	17%	22%	14%	15%	22%	21%	10%	18%	7%	16%	17%	16%	22%
		B			C	FH		H					
General social network (e.g., Facebook, My Space)	125	60	65	81	44	61	11	44	8	67	57	98	23
	12%	17%	10%	11%	16%	13%	12%	15%	5%	12%	13%	11%	18%
		B			C	H		H					
Personal and private health website (e.g., CaringBridge)	62	30	32	27	35	40	5	9	8	36	27	54	7
	6%	9%	5%	4%	13%	9%	5%	3%	5%	6%	6%	6%	6%
		B			C	G							
Blog or micro-blogging (WordPress, Blogger, Twitter)	26	18	8	9	17	21	0	5	0	17	9	19	6
	3%	5%	1%	1%	6%	5%	-	2%	-	3%	2%	2%	4%
		B			C	FGH							
Other online tool	26	9	17	18	8	14	3	6	3	11	15	22	4
	3%	3%	3%	2%	3%	3%	3%	2%	2%	2%	3%	2%	3%
None of the above methods	208	60	148	157	51	92	22	58	36	110	98	175	31
	21%	17%	22%	21%	19%	20%	22%	20%	22%	19%	22%	20%	24%
I have not had to share updates about a serious health challenge or illness	364	117	248	286	78	153	36	113	62	204	160	314	45
	36%	33%	37%	39%	29%	33%	37%	39%	38%	36%	36%	36%	34%
				D									

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H - I/J - K/L * small base

2. Have you ever used any of the following online methods for sharing updates about a serious health challenge or illness you or someone you care for is facing?

	Total	All SN users	Online methods	Other methods	Have never had to share
		A	B	C	D
Base: All respondents (unwtd)	1011	221	439	207	365
Base: All respondents (wtd)	1011	238	439	208	364
Email	357	86	357	0	0
	35%	36%	81%	-	-
			CD		
Text messages	169	49	169	0	0
	17%	21%	38%	-	-
			CD		
General social network (e.g., Facebook, My Space)	125	62	125	0	0
	12%	26%	28%	-	-
			CD		
Personal and private health website (e.g., CaringBridge)	62	31	62	0	0
	6%	13%	14%	-	-
			CD		
Blog or micro-blogging (WordPress, Blogger, Twitter)	26	18	26	0	0
	3%	7%	6%	-	-
			CD		
Other online tool	26	12	26	0	0
	3%	5%	6%	-	-
			CD		
None of the above methods	208	44	0	208	0
	21%	18%	-	100%	-
				BD	
I have not had to share updates about a serious health challenge or illness	364	79	0	0	364
	36%	33%	-	-	100%
					BC

2. Have you ever used any of the following online methods for sharing updates about a serious health challenge or illness you or someone you care for is facing?

	Total	All SN users	Online methods	Other methods	Have never had to share
--	-------	--------------	----------------	---------------	-------------------------

Proportions/Mean: Columns Tested (5% risk level) - B/C/D

3. Aside from excellent medical care, which of the following would you consider to be the most beneficial to you when facing your own serious health challenge or illness?

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents (unwtd)	1011	435	576	255	388	368	448	563	181	234	360	236
Base: All respondents (wtd)	1011	490	521	308	387	316	420	591	188	223	371	228
Keeping a positive mental attitude	350	187	163	92	141	117	164	186	78	72	112	89
	35%	38%	31%	30%	37%	37%	39%	31%	41%	32%	30%	39%
		B					G		J			J
Having emotional support/encouragement from your family and friends	277	108	169	99	108	71	105	172	53	70	87	67
	27%	22%	33%	32%	28%	22%	25%	29%	28%	31%	24%	29%
			A	E						J		
Personal prayer or faith	234	102	132	55	92	87	95	139	32	45	117	40
	23%	21%	25%	18%	24%	28%	23%	24%	17%	20%	32%	17%
						C					HIK	
Staying physically active	132	83	49	52	39	41	49	83	20	36	45	31
	13%	17%	10%	17%	10%	13%	12%	14%	11%	16%	12%	14%
		B		D								
Writing about your experiences / keeping a journal	17	11	6	10	7	0	7	11	5	1	10	2
	2%	2%	1%	3%	2%	-	2%	2%	3%	0	3%	1%
				E	E						I	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G - H/I/J/K

3. Aside from excellent medical care, which of the following would you consider to be the most beneficial to you when facing your own serious health challenge or illness?

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents (unwtd)	1011	331	680	766	245	442	91	290	188	570	441	872	124
Base: All respondents (wtd)	1011	349	662	739	272	464	96*	290	161	569	442	864	132
Keeping a positive mental attitude	350	101	249	254	96	152	29	108	61	181	170	297	48
	35%	29%	38%	34%	35%	33%	30%	37%	38%	32%	38%	34%	37%
			A								I		
Having emotional support/encouragement from your family and friends	277	106	172	210	67	128	32	80	37	165	112	243	31
	27%	30%	26%	28%	25%	28%	33%	27%	23%	29%	25%	28%	23%
Personal prayer or faith	234	85	149	179	55	109	18	66	42	154	81	204	27
	23%	24%	23%	24%	20%	24%	18%	23%	26%	27%	18%	24%	20%
										J			
Staying physically active	132	45	87	86	46	65	15	30	22	62	70	105	24
	13%	13%	13%	12%	17%	14%	16%	10%	13%	11%	16%	12%	18%
					C						I		
Writing about your experiences / keeping a journal	17	12	5	10	7	9	2	6	0	8	9	15	3
	2%	3%	1%	1%	3%	2%	2%	2%	-	1%	2%	2%	2%
		B											

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H - I/J - K/L * small base

3. Aside from excellent medical care, which of the following would you consider to be the most beneficial to you when facing your own serious health challenge or illness?

	Total	All SN users	Online methods	Other methods	Have never had to share
		A	B	C	D
Base: All respondents (unwtd)	1011	221	439	207	365
Base: All respondents (wtd)	1011	238	439	208	364
Keeping a positive mental attitude	350	85	158	76	116
	35%	36%	36%	37%	32%
Having emotional support/encouragement from your family and friends	277	68	122	58	98
	27%	28%	28%	28%	27%
Personal prayer or faith	234	47	106	45	83
	23%	20%	24%	22%	23%
Staying physically active	132	33	43	26	63
	13%	14%	10%	13%	17%
					B
Writing about your experiences / keeping a journal	17	5	11	2	4
	2%	2%	2%	1%	1%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D

4. Which of the following would you most appreciate receiving if you were facing a serious health challenge or illness?

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents (unwtd)	1011	435	576	255	388	368	448	563	181	234	360	236
Base: All respondents (wtd)	1011	490	521	308	387	316	420	591	188	223	371	228
Help staying connected with and updating other family and friends	588	285	302	159	220	209	243	345	116	127	213	131
	58%	58%	58%	51%	57%	66%	58%	58%	62%	57%	57%	57%
						CD						
Help in preparing meals/cooking or managing life chores (e.g. babysitting, mowing lawn)	529	233	296	142	220	166	214	315	100	108	201	121
	52%	48%	57%	46%	57%	53%	51%	53%	53%	48%	54%	53%
			A		C							
Help with putting legal affairs in order (e.g., Power of Attorney, Living Will, Will and Testament)	419	216	203	95	171	152	168	250	71	105	145	97
	41%	44%	39%	31%	44%	48%	40%	42%	38%	47%	39%	43%
					C	C						
Items to help pass the time like books or magazines	246	123	123	97	83	65	108	138	50	61	86	49
	24%	25%	24%	31%	22%	21%	26%	23%	26%	27%	23%	22%
				DE								
Personal mementos (e.g. pictures of family or friends)	167	88	79	83	50	34	77	90	24	31	64	47
	17%	18%	15%	27%	13%	11%	18%	15%	13%	14%	17%	21%
				DE								H
Gifts such as flowers or candy	74	35	39	40	30	4	29	45	15	15	33	11
	7%	7%	8%	13%	8%	1%	7%	8%	8%	7%	9%	5%
				DE	E							

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G - H/I/J/K

4. Which of the following would you most appreciate receiving if you were facing a serious health challenge or illness?

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents (unwtd)	1011	331	680	766	245	442	91	290	188	570	441	872	124
Base: All respondents (wtd)	1011	349	662	739	272	464	96*	290	161	569	442	864	132
Help staying connected with and updating other family and friends	588	191	397	439	149	267	55	162	104	334	254	498	82
	58%	55%	60%	59%	55%	57%	58%	56%	65%	59%	57%	58%	62%
Help in preparing meals/cooking or managing life chores (e.g. babysitting, mowing lawn)	529	190	340	372	157	245	40	153	91	315	214	463	59
	52%	54%	51%	50%	58%	53%	41%	53%	56%	55%	49%	54%	44%
									F	J			
Help with putting legal affairs in order (e.g., Power of Attorney, Living Will, Will and Testament)	419	129	289	321	98	199	38	104	77	254	164	352	59
	41%	37%	44%	43%	36%	43%	40%	36%	48%	45%	37%	41%	45%
									G	J			
Items to help pass the time like books or magazines	246	89	157	175	71	105	25	79	37	117	128	215	26
	24%	25%	24%	24%	26%	23%	26%	27%	23%	21%	29%	25%	19%
											I		
Personal mementos (e.g. pictures of family or friends)	167	62	105	120	47	81	21	53	12	85	81	136	29
	17%	18%	16%	16%	17%	17%	22%	18%	8%	15%	18%	16%	22%
						H	H	H					
Gifts such as flowers or candy	74	38	36	51	23	31	13	29	1	33	41	63	10
	7%	11%	5%	7%	8%	7%	14%	10%	0	6%	9%	7%	8%
		B				H	EH	H			I		

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H - I/J - K/L * small base

4. Which of the following would you most appreciate receiving if you were facing a serious health challenge or illness?

	Total	All SN users	Online methods	Other methods	Have never had to share
		A	B	C	D
Base: All respondents (unwtd)	1011	221	439	207	365
Base: All respondents (wtd)	1011	238	439	208	364
Help staying connected with and updating other family and friends	588	132	252	119	218
	58%	56%	57%	57%	60%
Help in preparing meals/cooking or managing life chores (e.g. babysitting, mowing lawn)	529	130	231	108	191
	52%	55%	53%	52%	52%
Help with putting legal affairs in order (e.g., Power of Attorney, Living Will, Will and Testament)	419	93	165	94	160
	41%	39%	37%	45%	44%
Items to help pass the time like books or magazines	246	58	112	41	93
	24%	25%	26%	20%	25%
Personal mementos (e.g. pictures of family or friends)	167	32	77	38	52
	17%	13%	17%	18%	14%
Gifts such as flowers or candy	74	30	42	16	15
	7%	13%	10%	8%	4%
			D		

Proportions/Mean: Columns Tested (5% risk level) - B/C/D

5. Imagine again that you or someone you cared for was facing a serious health challenge or illness and you had access to a personal website where you could share information with family and friends. Please rank the following features from 1 to 5, 1 being the most important feature to have and 5 being the least important feature to have in a personal website dedicated to sharing your health information. - Knowing that the website was private and secure

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents (unwtd)	1011	435	576	255	388	368	448	563	181	234	360	236
Base: All respondents (wtd)	1011	490	521	308	387	316	420	591	188	223	371	228
1 - Most important	439	189	250	101	172	166	175	264	90	85	161	103
	43%	39%	48%	33%	44%	52%	42%	45%	48%	38%	43%	45%
			A		C	CD						
2	235	114	120	78	88	68	100	134	52	52	83	47
	23%	23%	23%	25%	23%	22%	24%	23%	28%	23%	22%	20%
3	158	87	71	52	63	43	66	92	22	48	60	28
	16%	18%	14%	17%	16%	14%	16%	16%	12%	21%	16%	12%
										HK		
4	92	48	44	36	30	26	40	52	10	22	30	30
	9%	10%	8%	12%	8%	8%	10%	9%	5%	10%	8%	13%
												H
5 - Least important	88	51	36	41	34	13	38	50	15	16	37	20
	9%	10%	7%	13%	9%	4%	9%	8%	8%	7%	10%	9%
				E	E							
Summary												
Top 2 Box - Most important/2nd Most important	673	303	370	179	260	234	276	398	142	137	244	150
	67%	62%	71%	58%	67%	74%	66%	67%	76%	61%	66%	66%
			A		C	CD			IJK			
Mean	2.2	2.3	2	2.5	2.1	1.9	2.2	2.1	2	2.2	2.2	2.2
		B		DE	E					H		

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G - H/I/J/K

5. Imagine again that you or someone you cared for was facing a serious health challenge or illness and you had access to a personal website where you could share information with family and friends. Please rank the following features from 1 to 5, 1 being the most important feature to have and 5 being the least important feature to have in a personal website dedicated to sharing your health information. - Knowing that the website was private and secure

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents (unwtd)	1011	331	680	766	245	442	91	290	188	570	441	872	124
Base: All respondents (wtd)	1011	349	662	739	272	464	96*	290	161	569	442	864	132
1 - Most important	439	132	307	319	120	208	40	108	83	247	192	379	53
	43%	38%	46%	43%	44%	45%	42%	37%	52%	43%	43%	44%	40%
			A			G			G				
2	235	94	140	178	56	105	22	73	34	146	88	206	27
	23%	27%	21%	24%	21%	23%	23%	25%	21%	26%	20%	24%	20%
			B						J				
3	158	52	106	114	44	86	16	36	20	90	68	138	16
	16%	15%	16%	15%	16%	19%	16%	12%	12%	16%	15%	16%	12%
						G							
4	92	36	56	68	24	32	7	38	15	47	45	72	17
	9%	10%	8%	9%	9%	7%	8%	13%	9%	8%	10%	8%	13%
								E					
5 - Least important	88	35	53	60	28	33	11	35	9	39	49	69	18
	9%	10%	8%	8%	10%	7%	11%	12%	6%	7%	11%	8%	14%
								EH			I		K
Summary													
Top 2 Box - Most important/2nd Most important	673	226	447	497	176	312	62	181	117	394	280	584	80
	67%	65%	68%	67%	65%	67%	65%	63%	73%	69%	63%	68%	61%
									G				
Mean	2.2	2.3	2.1	2.2	2.2	2.1	2.2	2.4	2	2.1	2.3	2.1	2.4
								EH					K

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H - I/J - K/L * small base

5. Imagine again that you or someone you cared for was facing a serious health challenge or illness and you had access to a personal website where you could share information with family and friends. Please rank the following features from 1 to 5, 1 being the most important feature to have and 5 being the least important feature to have in a personal website dedicated to sharing your health information. - Knowing that the website was private and secure

	Total	All SN users	Online methods	Other methods	Have never had to share
		A	B	C	D
Base: All respondents (unwtd)	1011	221	439	207	365
Base: All respondents (wtd)	1011	238	439	208	364
1 - Most important	439	79	185	89	165
	43%	33%	42%	43%	45%
2	235	54	101	54	80
	23%	23%	23%	26%	22%
3	158	47	67	29	62
	16%	20%	15%	14%	17%
4	92	23	45	20	27
	9%	10%	10%	10%	8%
5 - Least important	88	34	42	16	30
	9%	14%	9%	8%	8%
Summary					
Top 2 Box - Most important/2nd Most important	673	134	286	143	244
	67%	56%	65%	69%	67%
Mean	2.2	2.5	2.2	2.1	2.1

Proportions/Mean: Columns Tested (5% risk level) - B/C/D

5. Imagine again that you or someone you cared for was facing a serious health challenge or illness and you had access to a personal website where you could share information with family and friends. Please rank the following features from 1 to 5, 1 being the most important feature to have and 5 being the least important feature to have in a personal website dedicated to sharing your health information. - Making sure the website was easy to access and navigate for you and your visitors

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents (unwtd)	1011	435	576	255	388	368	448	563	181	234	360	236
Base: All respondents (wtd)	1011	490	521	308	387	316	420	591	188	223	371	228
1 - Most important	122	65	57	35	39	47	51	72	15	37	39	31
	12%	13%	11%	11%	10%	15%	12%	12%	8%	17%	11%	14%
										HJ		
2	271	136	135	82	97	92	104	167	50	66	103	53
	27%	28%	26%	27%	25%	29%	25%	28%	26%	29%	28%	23%
3	334	135	199	97	128	109	140	194	67	73	117	77
	33%	28%	38%	32%	33%	35%	33%	33%	36%	33%	32%	34%
			A									
4	185	100	85	55	88	42	77	108	37	34	78	36
	18%	20%	16%	18%	23%	13%	18%	18%	20%	15%	21%	16%
					E							
5 - Least important	99	54	45	39	34	25	48	51	20	14	34	32
	10%	11%	9%	13%	9%	8%	11%	9%	10%	6%	9%	14%
												I
Summary												
Top 2 Box - Most important/2nd Most important	393	201	192	117	137	139	155	238	64	102	142	84
	39%	41%	37%	38%	35%	44%	37%	40%	34%	46%	38%	37%
						D				H		
Mean	2.9	2.9	2.9	2.9	3	2.7	2.9	2.8	3	2.7	2.9	2.9
				E	E				I		I	I

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G - H/I/J/K

5. Imagine again that you or someone you cared for was facing a serious health challenge or illness and you had access to a personal website where you could share information with family and friends. Please rank the following features from 1 to 5, 1 being the most important feature to have and 5 being the least important feature to have in a personal website dedicated to sharing your health information. - Making sure the website was easy to access and navigate for you and your visitors

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents (unwtd)	1011	331	680	766	245	442	91	290	188	570	441	872	124
Base: All respondents (wtd)	1011	349	662	739	272	464	96*	290	161	569	442	864	132
1 - Most important	122	40	82	87	35	47	9	42	24	67	55	107	15
	12%	11%	12%	12%	13%	10%	9%	14%	15%	12%	12%	12%	11%
2	271	83	188	203	68	130	32	64	46	147	124	226	38
	27%	24%	28%	27%	25%	28%	33%	22%	28%	26%	28%	26%	29%
							G						
3	334	126	208	237	97	153	27	98	56	200	134	294	35
	33%	36%	31%	32%	36%	33%	28%	34%	35%	35%	30%	34%	27%
4	185	65	120	132	53	93	15	53	24	103	82	153	28
	18%	19%	18%	18%	20%	20%	15%	18%	15%	18%	19%	18%	21%
5 - Least important	99	35	64	81	18	41	14	34	11	51	48	84	15
	10%	10%	10%	11%	7%	9%	14%	12%	7%	9%	11%	10%	11%
Summary													
Top 2 Box - Most important/2nd Most important	393	123	270	289	104	177	41	105	70	215	178	333	53
	39%	35%	41%	39%	38%	38%	42%	36%	43%	38%	40%	39%	40%
Mean	2.9	2.9	2.8	2.9	2.8	2.9	2.9	2.9	2.7	2.9	2.9	2.9	2.9

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H - I/J - K/L * small base

5. Imagine again that you or someone you cared for was facing a serious health challenge or illness and you had access to a personal website where you could share information with family and friends. Please rank the following features from 1 to 5, 1 being the most important feature to have and 5 being the least important feature to have in a personal website dedicated to sharing your health information. - Making sure the website was easy to access and navigate for you and your visitors

	Total	All SN users	Online methods	Other methods	Have never had to share
		A	B	C	D
Base: All respondents (unwtd)	1011	221	439	207	365
Base: All respondents (wtd)	1011	238	439	208	364
1 - Most important	122	23	51	28	43
	12%	10%	12%	14%	12%
2	271	64	121	46	103
	27%	27%	28%	22%	28%
3	334	75	149	73	111
	33%	32%	34%	35%	31%
4	185	53	76	40	69
	18%	22%	17%	19%	19%
5 - Least important	99	23	41	20	38
	10%	10%	9%	9%	10%
Summary					
Top 2 Box - Most important/2nd Most important	393	87	172	75	146
	39%	37%	39%	36%	40%
Mean	2.9	3	2.9	2.9	2.9

Proportions/Mean: Columns Tested (5% risk level) - B/C/D

5. Imagine again that you or someone you cared for was facing a serious health challenge or illness and you had access to a personal website where you could share information with family and friends. Please rank the following features from 1 to 5, 1 being the most important feature to have and 5 being the least important feature to have in a personal website dedicated to sharing your health information. - Having features like a calendar so friends and family could be kept informed of upcoming events related to your care

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents (unwtd)	1011	435	576	255	388	368	448	563	181	234	360	236
Base: All respondents (wtd)	1011	490	521	308	387	316	420	591	188	223	371	228
1 - Most important	90	56	34	35	31	24	43	47	16	17	38	19
	9%	11%	7%	11%	8%	8%	10%	8%	9%	8%	10%	8%
		B										
2	119	65	54	33	58	28	46	74	18	23	43	35
	12%	13%	10%	11%	15%	9%	11%	12%	10%	10%	12%	15%
					E							
3	163	95	69	54	56	53	68	96	30	33	58	42
	16%	19%	13%	18%	15%	17%	16%	16%	16%	15%	16%	19%
		B										
4	330	146	184	93	121	116	133	197	70	74	122	65
	33%	30%	35%	30%	31%	37%	32%	33%	37%	33%	33%	28%
5 - Least important	308	129	179	93	120	95	130	178	54	77	110	67
	30%	26%	34%	30%	31%	30%	31%	30%	29%	34%	30%	29%
			A									
Summary												
Top 2 Box - Most important/2nd Most important	209	121	88	68	89	52	89	120	34	40	81	54
	21%	25%	17%	22%	23%	16%	21%	20%	18%	18%	22%	24%
		B			E							
Mean	3.6	3.5	3.8	3.6	3.6	3.7	3.6	3.7	3.7	3.8	3.6	3.6
			A									

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G - H/I/J/K

5. Imagine again that you or someone you cared for was facing a serious health challenge or illness and you had access to a personal website where you could share information with family and friends. Please rank the following features from 1 to 5, 1 being the most important feature to have and 5 being the least important feature to have in a personal website dedicated to sharing your health information. - Having features like a calendar so friends and family could be kept informed of upcoming events related to your care

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents (unwtd)	1011	331	680	766	245	442	91	290	188	570	441	872	124
Base: All respondents (wtd)	1011	349	662	739	272	464	96*	290	161	569	442	864	132
1 - Most important	90	36	53	73	17	43	6	24	17	50	40	71	18
	9%	10%	8%	10%	6%	9%	6%	8%	11%	9%	9%	8%	13%
2	119	43	77	88	31	51	13	40	16	64	56	104	14
	12%	12%	12%	12%	11%	11%	14%	14%	10%	11%	13%	12%	10%
3	163	52	111	125	38	75	17	46	26	82	82	133	28
	16%	15%	17%	17%	14%	16%	17%	16%	16%	14%	19%	15%	21%
4	330	116	214	231	99	162	30	85	53	201	129	288	39
	33%	33%	32%	31%	37%	35%	31%	29%	33%	35%	29%	33%	29%
										J			
5 - Least important	308	102	206	221	87	133	31	95	49	173	135	268	34
	30%	29%	31%	30%	32%	29%	32%	33%	31%	30%	31%	31%	26%
Summary													
Top 2 Box - Most important/2nd Most important	209	79	130	161	48	93	19	64	33	113	96	175	32
	21%	23%	20%	22%	18%	20%	20%	22%	20%	20%	22%	20%	24%
Mean	3.6	3.6	3.7	3.6	3.8	3.6	3.7	3.6	3.6	3.7	3.6	3.7	3.4

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H - I/J - K/L * small base

5. Imagine again that you or someone you cared for was facing a serious health challenge or illness and you had access to a personal website where you could share information with family and friends. Please rank the following features from 1 to 5, 1 being the most important feature to have and 5 being the least important feature to have in a personal website dedicated to sharing your health information. - Having features like a calendar so friends and family could be kept informed of upcoming events related to your care

	Total	All SN users	Online methods	Other methods	Have never had to share
		A	B	C	D
Base: All respondents (unwtd)	1011	221	439	207	365
Base: All respondents (wtd)	1011	238	439	208	364
1 - Most important	90	32	41	22	27
	9%	14%	9%	11%	7%
2	119	39	57	24	39
	12%	17%	13%	11%	11%
3	163	37	65	34	64
	16%	16%	15%	16%	18%
4	330	77	134	73	124
	33%	32%	30%	35%	34%
5 - Least important	308	52	142	55	110
	30%	22%	32%	27%	30%
Summary					
Top 2 Box - Most important/2nd Most important	209	72	97	46	66
	21%	30%	22%	22%	18%
Mean	3.6	3.3	3.6	3.6	3.7

Proportions/Mean: Columns Tested (5% risk level) - B/C/D

5. Imagine again that you or someone you cared for was facing a serious health challenge or illness and you had access to a personal website where you could share information with family and friends. Please rank the following features from 1 to 5, 1 being the most important feature to have and 5 being the least important feature to have in a personal website dedicated to sharing your health information. - Having a personal space where you could write down your experiences

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents (unwtd)	1011	435	576	255	388	368	448	563	181	234	360	236
Base: All respondents (wtd)	1011	490	521	308	387	316	420	591	188	223	371	228
1 - Most important	77	47	29	23	40	14	29	48	16	18	24	18
	8%	10%	6%	8%	10%	4%	7%	8%	9%	8%	7%	8%
		B			E							
2	95	47	48	45	29	21	48	47	23	18	34	20
	9%	10%	9%	15%	8%	7%	11%	8%	12%	8%	9%	9%
				DE								
3	145	73	71	46	56	42	63	82	24	28	61	32
	14%	15%	14%	15%	14%	13%	15%	14%	13%	13%	16%	14%
4	293	135	158	90	110	93	119	174	50	62	108	73
	29%	28%	30%	29%	29%	29%	28%	29%	27%	28%	29%	32%
5 - Least important	401	187	214	104	152	146	161	240	75	97	144	86
	40%	38%	41%	34%	39%	46%	38%	41%	40%	43%	39%	38%
						C						
Summary												
Top 2 Box - Most important/2nd Most important	172	94	77	68	69	34	76	95	40	36	58	38
	17%	19%	15%	22%	18%	11%	18%	16%	21%	16%	16%	17%
				E	E							
Mean	3.8	3.8	3.9	3.7	3.8	4.1	3.8	3.9	3.8	3.9	3.8	3.8
			A			CD						

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G - H/I/J/K

5. Imagine again that you or someone you cared for was facing a serious health challenge or illness and you had access to a personal website where you could share information with family and friends. Please rank the following features from 1 to 5, 1 being the most important feature to have and 5 being the least important feature to have in a personal website dedicated to sharing your health information. - Having a personal space where you could write down your experiences

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents (unwtd)	1011	331	680	766	245	442	91	290	188	570	441	872	124
Base: All respondents (wtd)	1011	349	662	739	272	464	96*	290	161	569	442	864	132
1 - Most important	77	33	43	58	19	34	8	26	8	35	41	56	19
	8%	9%	7%	8%	7%	7%	9%	9%	5%	6%	9%	6%	15%
													K
2	95	37	58	62	33	42	9	33	11	49	46	76	18
	9%	11%	9%	8%	12%	9%	10%	11%	7%	9%	10%	9%	14%
3	145	54	91	112	33	55	11	52	26	84	61	126	17
	14%	15%	14%	15%	12%	12%	12%	18%	16%	15%	14%	15%	13%
								E					
4	293	89	204	215	78	131	37	82	44	158	135	258	32
	29%	26%	31%	29%	29%	28%	38%	28%	27%	28%	31%	30%	24%
5 - Least important	401	136	266	291	110	201	31	97	73	243	158	348	46
	40%	39%	40%	39%	40%	43%	32%	33%	45%	43%	36%	40%	35%
						G			FG	J			
Summary													
Top 2 Box - Most important/2nd Most important	172	70	102	121	51	76	18	59	19	84	87	132	37
	17%	20%	15%	16%	19%	16%	18%	20%	12%	15%	20%	15%	28%
								H			I		K
Mean	3.8	3.7	3.9	3.8	3.8	3.9	3.7	3.7	4	3.9	3.7	3.9	3.5
						G			G	J		L	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H - I/J - K/L * small base

5. Imagine again that you or someone you cared for was facing a serious health challenge or illness and you had access to a personal website where you could share information with family and friends. Please rank the following features from 1 to 5, 1 being the most important feature to have and 5 being the least important feature to have in a personal website dedicated to sharing your health information. - Having a personal space where you could write down your experiences

	Total	All SN users	Online methods	Other methods	Have never had to share
		A	B	C	D
Base: All respondents (unwtd)	1011	221	439	207	365
Base: All respondents (wtd)	1011	238	439	208	364
1 - Most important	77	26	34	19	25
	8%	11%	8%	9%	7%
2	95	27	35	23	37
	9%	11%	8%	11%	10%
3	145	36	73	21	50
	14%	15%	17%	10%	14%
4	293	55	135	55	103
	29%	23%	31%	27%	28%
5 - Least important	401	94	162	90	149
	40%	39%	37%	43%	41%
Summary					
Top 2 Box - Most important/2nd Most important	172	52	69	41	61
	17%	22%	16%	20%	17%
Mean	3.8	3.7	3.8	3.8	3.9

Proportions/Mean: Columns Tested (5% risk level) - B/C/D

5. Imagine again that you or someone you cared for was facing a serious health challenge or illness and you had access to a personal website where you could share information with family and friends. Please rank the following features from 1 to 5, 1 being the most important feature to have and 5 being the least important feature to have in a personal website dedicated to sharing your health information. - Having the website available free of charge to users

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents (unwtd)	1011	435	576	255	388	368	448	563	181	234	360	236
Base: All respondents (wtd)	1011	490	521	308	387	316	420	591	188	223	371	228
1 - Most important	284	133	150	113	106	65	122	161	52	66	109	57
	28%	27%	29%	37%	27%	21%	29%	27%	27%	30%	29%	25%
				DE	E							
2	291	127	164	71	114	107	121	170	45	65	108	73
	29%	26%	31%	23%	29%	34%	29%	29%	24%	29%	29%	32%
						C						
3	211	100	111	58	84	69	83	128	45	42	74	50
	21%	20%	21%	19%	22%	22%	20%	22%	24%	19%	20%	22%
4	110	60	50	34	37	39	50	61	22	31	32	25
	11%	12%	10%	11%	10%	12%	12%	10%	12%	14%	9%	11%
5 - Least important	115	69	46	32	47	36	43	72	25	20	47	24
	11%	14%	9%	10%	12%	12%	10%	12%	13%	9%	13%	10%
		B										
Summary												
Top 2 Box - Most important/2nd Most important	575	261	314	184	219	172	244	331	96	131	217	130
	57%	53%	60%	60%	57%	54%	58%	56%	51%	59%	59%	57%
			A									
Mean	2.5	2.6	2.4	2.4	2.5	2.6	2.5	2.5	2.6	2.4	2.5	2.5
		B				C						

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G - H/I/J/K

5. Imagine again that you or someone you cared for was facing a serious health challenge or illness and you had access to a personal website where you could share information with family and friends. Please rank the following features from 1 to 5, 1 being the most important feature to have and 5 being the least important feature to have in a personal website dedicated to sharing your health information. - Having the website available free of charge to users

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents (unwtd)	1011	331	680	766	245	442	91	290	188	570	441	872	124
Base: All respondents (wtd)	1011	349	662	739	272	464	96*	290	161	569	442	864	132
1 - Most important	284	108	176	202	82	133	33	90	28	170	114	252	27
	28%	31%	27%	27%	30%	29%	34%	31%	17%	30%	26%	29%	20%
						H	H	H				L	
2	291	92	199	208	83	136	20	80	55	163	128	252	35
	29%	26%	30%	28%	31%	29%	21%	28%	34%	29%	29%	29%	27%
									F				
3	211	65	146	151	60	93	26	58	34	114	97	173	35
	21%	19%	22%	20%	22%	20%	27%	20%	21%	20%	22%	20%	27%
4	110	42	68	93	17	46	8	31	25	60	51	92	16
	11%	12%	10%	13%	6%	10%	8%	11%	16%	10%	11%	11%	12%
				D					E				
5 - Least important	115	42	73	86	29	56	10	30	19	64	52	95	19
	11%	12%	11%	12%	11%	12%	10%	10%	12%	11%	12%	11%	14%
Summary													
Top 2 Box - Most important/2nd Most important	575	200	375	409	165	269	53	170	83	333	242	504	62
	57%	57%	57%	55%	61%	58%	55%	59%	51%	58%	55%	58%	47%
												L	
Mean	2.5	2.5	2.5	2.5	2.4	2.5	2.4	2.4	2.7	2.4	2.5	2.5	2.7
									EG				K

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H - I/J - K/L * small base

5. Imagine again that you or someone you cared for was facing a serious health challenge or illness and you had access to a personal website where you could share information with family and friends. Please rank the following features from 1 to 5, 1 being the most important feature to have and 5 being the least important feature to have in a personal website dedicated to sharing your health information. - Having the website available free of charge to users

	Total	All SN users	Online methods	Other methods	Have never had to share
		A	B	C	D
Base: All respondents (unwtd)	1011	221	439	207	365
Base: All respondents (wtd)	1011	238	439	208	364
1 - Most important	284	78	129	49	106
	28%	33%	29%	24%	29%
2	291	53	125	61	105
	29%	22%	28%	30%	29%
3	211	42	84	51	76
	21%	18%	19%	24%	21%
4	110	30	49	20	41
	11%	13%	11%	9%	11%
5 - Least important	115	35	52	27	36
	11%	15%	12%	13%	10%
Summary					
Top 2 Box - Most important/2nd Most important	575	131	253	110	211
	57%	55%	58%	53%	58%
Mean	2.5	2.5	2.5	2.6	2.4

Proportions/Mean: Columns Tested (5% risk level) - B/C/D

5. Imagine again that you or someone you cared for was facing a serious health challenge or illness and you had access to a personal website where you could share information with family and friends. Please rank the following features from 1 to 5, 1 being the most important feature to have and 5 being the least important feature to have in a personal website dedicated to sharing your health information. - Top 2 Box - Most important/2nd Most important Summary

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents (unwtd)	1011	435	576	255	388	368	448	563	181	234	360	236
Base: All respondents (wtd)	1011	490	521	308	387	316	420	591	188	223	371	228
Knowing that the website was private and secure	673	303	370	179	260	234	276	398	142	137	244	150
	67%	62%	71%	58%	67%	74%	66%	67%	76%	61%	66%	66%
			A		C	CD			IJK			
Having the website available free of charge to users	575	261	314	184	219	172	244	331	96	131	217	130
	57%	53%	60%	60%	57%	54%	58%	56%	51%	59%	59%	57%
			A									
Making sure the website was easy to access and navigate for you and your visitors	393	201	192	117	137	139	155	238	64	102	142	84
	39%	41%	37%	38%	35%	44%	37%	40%	34%	46%	38%	37%
						D				H		
Having features like a calendar so friends and family could be kept informed of upcoming events related to your care	209	121	88	68	89	52	89	120	34	40	81	54
	21%	25%	17%	22%	23%	16%	21%	20%	18%	18%	22%	24%
		B			E							
Having a personal space where you could write down your experiences	172	94	77	68	69	34	76	95	40	36	58	38
	17%	19%	15%	22%	18%	11%	18%	16%	21%	16%	16%	17%
				E	E							

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G - H/I/J/K

5. Imagine again that you or someone you cared for was facing a serious health challenge or illness and you had access to a personal website where you could share information with family and friends. Please rank the following features from 1 to 5, 1 being the most important feature to have and 5 being the least important feature to have in a personal website dedicated to sharing your health information. - Top 2 Box - Most important/2nd Most important Summary

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents (unwtd)	1011	331	680	766	245	442	91	290	188	570	441	872	124
Base: All respondents (wtd)	1011	349	662	739	272	464	96*	290	161	569	442	864	132
Knowing that the website was private and secure	673	226	447	497	176	312	62	181	117	394	280	584	80
	67%	65%	68%	67%	65%	67%	65%	63%	73%	69%	63%	68%	61%
									G				
Having the website available free of charge to users	575	200	375	409	165	269	53	170	83	333	242	504	62
	57%	57%	57%	55%	61%	58%	55%	59%	51%	58%	55%	58%	47%
												L	
Making sure the website was easy to access and navigate for you and your visitors	393	123	270	289	104	177	41	105	70	215	178	333	53
	39%	35%	41%	39%	38%	38%	42%	36%	43%	38%	40%	39%	40%
Having features like a calendar so friends and family could be kept informed of upcoming events related to your care	209	79	130	161	48	93	19	64	33	113	96	175	32
	21%	23%	20%	22%	18%	20%	20%	22%	20%	20%	22%	20%	24%
Having a personal space where you could write down your experiences	172	70	102	121	51	76	18	59	19	84	87	132	37
	17%	20%	15%	16%	19%	16%	18%	20%	12%	15%	20%	15%	28%
								H			I		K

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H - I/J - K/L * small base

5. Imagine again that you or someone you cared for was facing a serious health challenge or illness and you had access to a personal website where you could share information with family and friends. Please rank the following features from 1 to 5, 1 being the most important feature to have and 5 being the least important feature to have in a personal website dedicated to sharing your health information. - Top 2 Box - Most important/2nd Most important Summary

	Total	All SN users	Online methods	Other methods	Have never had to share
		A	B	C	D
Base: All respondents (unwtd)	1011	221	439	207	365
Base: All respondents (wtd)	1011	238	439	208	364
Knowing that the website was private and secure	673	134	286	143	244
	67%	56%	65%	69%	67%
Having the website available free of charge to users	575	131	253	110	211
	57%	55%	58%	53%	58%
Making sure the website was easy to access and navigate for you and your visitors	393	87	172	75	146
	39%	37%	39%	36%	40%
Having features like a calendar so friends and family could be kept informed of upcoming events related to your care	209	72	97	46	66
	21%	30%	22%	22%	18%
Having a personal space where you could write down your experiences	172	52	69	41	61
	17%	22%	16%	20%	17%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D

5. Imagine again that you or someone you cared for was facing a serious health challenge or illness and you had access to a personal website where you could share information with family and friends. Please rank the following features from 1 to 5, 1 being the most important feature to have and 5 being the least important feature to have in a personal website dedicated to sharing your health information. - Mean Summary

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents (unwtd)	1011	435	576	255	388	368	448	563	181	234	360	236
Base: All respondents (wtd)	1011	490	521	308	387	316	420	591	188	223	371	228
Having a personal space where you could write down your experiences	3.8	3.8	3.9	3.7	3.8	4.1	3.8	3.9	3.8	3.9	3.8	3.8
			A			CD						
Having features like a calendar so friends and family could be kept informed of upcoming events related to your care	3.6	3.5	3.8	3.6	3.6	3.7	3.6	3.7	3.7	3.8	3.6	3.6
			A									
Making sure the website was easy to access and navigate for you and your visitors	2.9	2.9	2.9	2.9	3	2.7	2.9	2.8	3	2.7	2.9	2.9
				E	E				I		I	I
Having the website available free of charge to users	2.5	2.6	2.4	2.4	2.5	2.6	2.5	2.5	2.6	2.4	2.5	2.5
		B				C						
Knowing that the website was private and secure	2.2	2.3	2	2.5	2.1	1.9	2.2	2.1	2	2.2	2.2	2.2
		B		DE	E					H		

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G - H/I/J/K

5. Imagine again that you or someone you cared for was facing a serious health challenge or illness and you had access to a personal website where you could share information with family and friends. Please rank the following features from 1 to 5, 1 being the most important feature to have and 5 being the least important feature to have in a personal website dedicated to sharing your health information. - Mean Summary

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents (unwtd)	1011	331	680	766	245	442	91	290	188	570	441	872	124
Base: All respondents (wtd)	1011	349	662	739	272	464	96*	290	161	569	442	864	132
Having a personal space where you could write down your experiences	3.8	3.7	3.9	3.8	3.8	3.9	3.7	3.7	4	3.9	3.7	3.9	3.5
						G			G	J		L	
Having features like a calendar so friends and family could be kept informed of upcoming events related to your care	3.6	3.6	3.7	3.6	3.8	3.6	3.7	3.6	3.6	3.7	3.6	3.7	3.4
Making sure the website was easy to access and navigate for you and your visitors	2.9	2.9	2.8	2.9	2.8	2.9	2.9	2.9	2.7	2.9	2.9	2.9	2.9
Having the website available free of charge to users	2.5	2.5	2.5	2.5	2.4	2.5	2.4	2.4	2.7	2.4	2.5	2.5	2.7
									EG				K
Knowing that the website was private and secure	2.2	2.3	2.1	2.2	2.2	2.1	2.2	2.4	2	2.1	2.3	2.1	2.4
								EH					K

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H - I/J - K/L * small base

5. Imagine again that you or someone you cared for was facing a serious health challenge or illness and you had access to a personal website where you could share information with family and friends. Please rank the following features from 1 to 5, 1 being the most important feature to have and 5 being the least important feature to have in a personal website dedicated to sharing your health information. - Mean Summary

	Total	All SN users	Online methods	Other methods	Have never had to share
		A	B	C	D
Base: All respondents (unwtd)	1011	221	439	207	365
Base: All respondents (wtd)	1011	238	439	208	364
Having a personal space where you could write down your experiences	3.8	3.7	3.8	3.8	3.9
Having features like a calendar so friends and family could be kept informed of upcoming events related to your care	3.6	3.3	3.6	3.6	3.7
Making sure the website was easy to access and navigate for you and your visitors	2.9	3	2.9	2.9	2.9
Having the website available free of charge to users	2.5	2.5	2.5	2.6	2.4
Knowing that the website was private and secure	2.2	2.5	2.2	2.1	2.1

Proportions/Means: Columns Tested (5% risk level) - B/C/D

6. If you had access to a personal website to share updates during a serious health challenge or illness, which of the following would you see as the top benefit or advantage of using this technology?

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents (unwtd)	1011	435	576	255	388	368	448	563	181	234	360	236
Base: All respondents (wtd)	1011	490	521	308	387	316	420	591	188	223	371	228
Bridging the communication gap for family and friends living far away	291	132	160	87	118	86	131	160	40	65	117	69
	29%	27%	31%	28%	30%	27%	31%	27%	21%	29%	32%	30%
											H	H
Being able to share news on your own time and schedule	225	106	119	65	83	76	89	136	45	50	83	46
	22%	22%	23%	21%	22%	24%	21%	23%	24%	22%	23%	20%
Easing the burden of repeating updates	224	87	137	63	83	77	81	143	50	44	74	55
	22%	18%	26%	21%	21%	25%	19%	24%	27%	20%	20%	24%
			A									
Providing a comfortable setting in which to share emotions and thoughts	124	72	52	47	47	31	51	73	30	19	49	27
	12%	15%	10%	15%	12%	10%	12%	12%	16%	8%	13%	12%
		B							I			
Reducing the awkwardness of not knowing what to say	90	53	36	36	36	18	40	50	15	28	30	17
	9%	11%	7%	12%	9%	6%	10%	8%	8%	12%	8%	7%
		B		E								
Other potential benefit not mentioned above	57	41	17	10	20	28	27	30	8	18	17	14
	6%	8%	3%	3%	5%	9%	7%	5%	4%	8%	5%	6%
		B				C						

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G - H/I/J/K

6. If you had access to a personal website to share updates during a serious health challenge or illness, which of the following would you see as the top benefit or advantage of using this technology?

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents (unwtd)	1011	331	680	766	245	442	91	290	188	570	441	872	124
Base: All respondents (wtd)	1011	349	662	739	272	464	96*	290	161	569	442	864	132
Bridging the communication gap for family and friends living far away	291	113	179	217	74	132	27	91	42	173	119	244	46
	29%	32%	27%	29%	27%	28%	28%	31%	26%	30%	27%	28%	35%
Being able to share news on your own time and schedule	225	69	156	165	60	92	19	76	38	124	101	190	34
	22%	20%	23%	22%	22%	20%	19%	26%	24%	22%	23%	22%	26%
								E					
Easing the burden of repeating updates	224	70	154	152	73	119	16	46	43	133	91	205	14
	22%	20%	23%	21%	27%	26%	16%	16%	27%	23%	21%	24%	11%
						G			G			L	
Providing a comfortable setting in which to share emotions and thoughts	124	45	79	96	28	59	17	32	16	66	58	96	24
	12%	13%	12%	13%	10%	13%	17%	11%	10%	12%	13%	11%	18%
													K
Reducing the awkwardness of not knowing what to say	90	32	58	69	20	40	11	26	12	47	43	83	5
	9%	9%	9%	9%	7%	9%	11%	9%	8%	8%	10%	10%	4%
Other potential benefit not mentioned above	57	20	37	40	17	22	7	19	9	27	30	46	8
	6%	6%	6%	5%	6%	5%	8%	7%	6%	5%	7%	5%	6%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H - I/J - K/L * small base

6. If you had access to a personal website to share updates during a serious health challenge or illness, which of the following would you see as the top benefit or advantage of using this technology?

	Total	All SN users	Online methods	Other methods	Have never had to share
		A	B	C	D
Base: All respondents (unwtd)	1011	221	439	207	365
Base: All respondents (wtd)	1011	238	439	208	364
Bridging the communication gap for family and friends living far away	291	75	139	55	97
	29%	32%	32%	27%	27%
Being able to share news on your own time and schedule	225	48	89	52	84
	22%	20%	20%	25%	23%
Easing the burden of repeating updates	224	49	109	35	80
	22%	21%	25%	17%	22%
			C		
Providing a comfortable setting in which to share emotions and thoughts	124	32	51	25	47
	12%	14%	12%	12%	13%
Reducing the awkwardness of not knowing what to say	90	26	38	23	29
	9%	11%	9%	11%	8%
Other potential benefit not mentioned above	57	7	12	18	27
	6%	3%	3%	9%	7%
				B	B

Proportions/Mean: Columns Tested (5% risk level) - B/C/D

7. If you had access to a personal website to share updates during a serious health challenge or illness, which of the following would you see as the biggest drawback or obstacle of using this technology?

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents (unwtd)	1011	435	576	255	388	368	448	563	181	234	360	236
Base: All respondents (wtd)	1011	490	521	308	387	316	420	591	188	223	371	228
Concerns about privacy and security online	357	171	186	101	141	115	151	206	78	83	131	65
	35%	35%	36%	33%	36%	36%	36%	35%	42%	37%	35%	28%
									K			
Too complicated or difficult to set up	185	83	101	38	82	64	72	113	33	33	69	50
	18%	17%	19%	12%	21%	20%	17%	19%	18%	15%	19%	22%
					C	C						
The information is too personal to share	167	78	89	55	60	52	61	105	35	37	58	37
	16%	16%	17%	18%	15%	17%	15%	18%	19%	17%	16%	16%
Not enough of my friends and family are online	127	57	70	45	40	41	63	64	17	27	51	31
	13%	12%	13%	15%	10%	13%	15%	11%	9%	12%	14%	14%
It would take a lot of time to use	89	47	42	44	27	18	34	55	16	19	34	19
	9%	10%	8%	14%	7%	6%	8%	9%	9%	9%	9%	8%
				DE								
Other potential drawback not mentioned above	87	55	32	25	37	25	39	48	8	24	28	27
	9%	11%	6%	8%	9%	8%	9%	8%	4%	11%	8%	12%
		B								H		H

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G - H/I/J/K

7. If you had access to a personal website to share updates during a serious health challenge or illness, which of the following would you see as the biggest drawback or obstacle of using this technology?

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents (unwtd)	1011	331	680	766	245	442	91	290	188	570	441	872	124
Base: All respondents (wtd)	1011	349	662	739	272	464	96*	290	161	569	442	864	132
Concerns about privacy and security online	357	118	239	263	94	160	28	103	66	205	152	304	47
	35%	34%	36%	36%	35%	35%	30%	36%	41%	36%	34%	35%	35%
Too complicated or difficult to set up	185	73	112	148	37	85	20	49	30	110	74	171	14
	18%	21%	17%	20%	13%	18%	21%	17%	19%	19%	17%	20%	10%
				D								L	
The information is too personal to share	167	54	112	110	56	82	13	43	29	89	77	139	26
	16%	16%	17%	15%	21%	18%	14%	15%	18%	16%	17%	16%	20%
					C								
Not enough of my friends and family are online	127	46	81	103	24	58	17	35	17	64	62	107	17
	13%	13%	12%	14%	9%	12%	18%	12%	11%	11%	14%	12%	13%
				D									
It would take a lot of time to use	89	34	55	51	38	43	9	30	7	53	36	70	16
	9%	10%	8%	7%	14%	9%	10%	10%	4%	9%	8%	8%	12%
					C	H		H					
Other potential drawback not mentioned above	87	24	63	64	23	35	8	31	13	47	40	73	13
	9%	7%	10%	9%	8%	8%	8%	11%	8%	8%	9%	8%	10%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H - I/J - K/L * small base

7. If you had access to a personal website to share updates during a serious health challenge or illness, which of the following would you see as the biggest drawback or obstacle of using this technology?

	Total	All SN users	Online methods	Other methods	Have never had to share
		A	B	C	D
Base: All respondents (unwtd)	1011	221	439	207	365
Base: All respondents (wtd)	1011	238	439	208	364
Concerns about privacy and security online	357	69	164	66	127
	35%	29%	37%	32%	35%
Too complicated or difficult to set up	185	52	80	38	67
	18%	22%	18%	18%	18%
The information is too personal to share	167	33	67	31	69
	16%	14%	15%	15%	19%
Not enough of my friends and family are online	127	26	55	29	42
	13%	11%	13%	14%	12%
It would take a lot of time to use	89	34	41	20	28
	9%	14%	9%	10%	8%
Other potential drawback not mentioned above	87	22	32	23	32
	9%	9%	7%	11%	9%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D

8a. Most like to hear

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents (unwtd)	1011	435	576	255	388	368	448	563	181	234	360	236
Base: All respondents (wtd)	1011	490	521	308	387	316	420	591	188	223	371	228
I love you.	739	347	393	221	282	237	307	432	127	168	272	172
	73%	71%	75%	72%	73%	75%	73%	73%	67%	75%	73%	75%
I'm here for you.	653	306	347	196	257	200	265	388	127	140	229	157
	65%	62%	67%	64%	66%	63%	63%	66%	68%	63%	62%	69%
Is there anything I can do?	635	276	359	181	231	223	253	381	118	144	231	142
	63%	56%	69%	59%	60%	71%	60%	64%	63%	64%	62%	62%
			A			CD						
You're in my prayers.	556	244	312	133	224	198	228	327	91	117	229	119
	55%	50%	60%	43%	58%	63%	54%	55%	48%	52%	62%	52%
			A		C	C					HIK	
Everything is going to be ok!	208	145	63	94	70	44	101	107	36	48	76	47
	21%	30%	12%	30%	18%	14%	24%	18%	19%	22%	21%	21%
		B		DE			G					
I'm sorry.	109	58	51	36	48	25	45	64	27	25	38	18
	11%	12%	10%	12%	12%	8%	11%	11%	14%	11%	10%	8%
					E				K			
I know how you're feeling.	50	34	17	20	22	8	22	28	18	10	15	7
	5%	7%	3%	7%	6%	3%	5%	5%	9%	5%	4%	3%
		B		E	E				JK			
How did this happen?	43	31	12	24	11	8	24	20	6	12	14	11
	4%	6%	2%	8%	3%	3%	6%	3%	3%	5%	4%	5%
		B		DE								
I know someone who died of that same health condition	23	19	4	10	11	2	8	15	8	3	7	6
	2%	4%	1%	3%	3%	1%	2%	2%	4%	1%	2%	3%
		B		E	E							
Told you so!	16	12	5	9	5	2	5	11	6	3	2	6
	2%	2%	1%	3%	1%	1%	1%	2%	3%	1%	1%	2%
				E					J			J

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G - H/I/J/K

8a. Most like to hear

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents (unwtd)	1011	331	680	766	245	442	91	290	188	570	441	872	124
Base: All respondents (wtd)	1011	349	662	739	272	464	96*	290	161	569	442	864	132
I love you.	739	256	483	542	197	346	73	204	117	427	312	639	93
	73%	73%	73%	73%	72%	75%	76%	70%	72%	75%	71%	74%	71%
I'm here for you.	653	222	431	470	183	305	63	187	99	353	300	560	84
	65%	64%	65%	64%	67%	66%	65%	64%	61%	62%	68%	65%	64%
Is there anything I can do?	635	212	423	456	178	278	65	178	113	355	280	561	66
	63%	61%	64%	62%	66%	60%	68%	61%	70%	62%	63%	65%	50%
									E			L	
You're in my prayers.	556	197	358	429	127	247	43	159	107	348	208	477	72
	55%	57%	54%	58%	47%	53%	45%	55%	66%	61%	47%	55%	55%
				D					EFG	J			
Everything is going to be ok!	208	76	132	153	55	98	21	66	23	98	110	163	38
	21%	22%	20%	21%	20%	21%	22%	23%	14%	17%	25%	19%	29%
								H			I		K
I'm sorry.	109	35	74	74	35	50	11	30	17	59	50	90	18
	11%	10%	11%	10%	13%	11%	11%	10%	11%	10%	11%	10%	13%
I know how you're feeling.	50	21	29	33	18	25	3	16	6	29	21	41	5
	5%	6%	4%	4%	6%	5%	3%	6%	4%	5%	5%	5%	4%
How did this happen?	43	14	29	36	7	19	3	19	2	22	21	32	10
	4%	4%	4%	5%	3%	4%	4%	6%	1%	4%	5%	4%	8%
						H		H					K
I know someone who died of that same health condition	23	8	15	14	9	13	3	7	0	11	12	17	5
	2%	2%	2%	2%	3%	3%	3%	2%	-	2%	3%	2%	4%
						H	H	H					
Told you so!	16	5	11	10	7	9	3	4	1	6	10	11	5
	2%	2%	2%	1%	2%	2%	3%	1%	1%	1%	2%	1%	4%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H - I/J - K/L * small base

8a. Most like to hear

	Total	All SN users	Online methods	Other methods	Have never had to share
		A	B	C	D
Base: All respondents (unwtd)	1011	221	439	207	365
Base: All respondents (wtd)	1011	238	439	208	364
I love you.	739	166	319	153	268
	73%	70%	73%	74%	73%
I'm here for you.	653	145	280	134	239
	65%	61%	64%	65%	66%
Is there anything I can do?	635	141	268	127	240
	63%	59%	61%	61%	66%
You're in my prayers.	556	126	234	120	202
	55%	53%	53%	58%	56%
Everything is going to be ok!	208	56	98	48	61
	21%	24%	22%	23%	17%
I'm sorry.	109	26	45	18	46
	11%	11%	10%	9%	13%
I know how you're feeling.	50	21	27	11	13
	5%	9%	6%	5%	4%
How did this happen?	43	14	25	3	16
	4%	6%	6%	1%	4%
			C		
I know someone who died of that same health condition	23	9	12	7	4
	2%	4%	3%	3%	1%

8a. Most like to hear

	Total	All SN users	Online methods	Other methods	Have never had to share
Told you so!	16	10	10	3	4
	2%	4%	2%	1%	1%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D

8b. Least like to hear

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents (unwtd)	1011	435	576	255	388	368	448	563	181	234	360	236
Base: All respondents (wtd)	1011	490	521	308	387	316	420	591	188	223	371	228
Told you so!	844	390	455	258	326	260	348	497	160	183	314	187
	84%	79%	87%	84%	84%	82%	83%	84%	85%	82%	85%	82%
			A									
I know someone who died of that same health condition	770	343	427	215	296	259	310	460	145	167	293	164
	76%	70%	82%	70%	76%	82%	74%	78%	77%	75%	79%	72%
			A			C					K	
I know how you're feeling.	459	213	246	132	168	160	183	277	85	123	166	86
	45%	43%	47%	43%	43%	51%	44%	47%	45%	55%	45%	38%
										JK		
How did this happen?	355	166	189	112	142	102	159	196	48	74	146	88
	35%	34%	36%	36%	37%	32%	38%	33%	25%	33%	39%	38%
											H	H
Everything is going to be ok!	209	103	106	45	89	76	70	139	50	47	61	52
	21%	21%	20%	14%	23%	24%	17%	24%	26%	21%	16%	23%
					C	C		F	J			
I'm sorry.	201	117	84	74	70	57	103	98	33	36	68	64
	20%	24%	16%	24%	18%	18%	25%	17%	18%	16%	18%	28%
			B				G					HIJ
You're in my prayers.	109	72	36	52	35	22	46	62	21	21	36	30
	11%	15%	7%	17%	9%	7%	11%	11%	11%	10%	10%	13%
			B	DE								
Is there anything I can do?	39	30	9	20	15	4	16	23	10	13	7	9
	4%	6%	2%	7%	4%	1%	4%	4%	5%	6%	2%	4%
			B	E	E				J	J		
I'm here for you.	24	18	6	7	12	5	10	14	10	3	9	2
	2%	4%	1%	2%	3%	1%	2%	2%	5%	1%	3%	1%
			B						IK			
I love you.	22	18	4	10	9	3	14	7	3	4	12	3
	2%	4%	1%	3%	2%	1%	3%	1%	2%	2%	3%	1%
			B				G					

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G - H/I/J/K

8b. Least like to hear

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents (unwtd)	1011	331	680	766	245	442	91	290	188	570	441	872	124
Base: All respondents (wtd)	1011	349	662	739	272	464	96*	290	161	569	442	864	132
Told you so!	844	286	558	620	224	386	74	253	131	488	356	731	103
	84%	82%	84%	84%	82%	83%	77%	87%	81%	86%	81%	85%	78%
								F		J			
I know someone who died of that same health condition	770	268	502	568	202	345	69	224	132	436	334	667	92
	76%	77%	76%	77%	74%	74%	72%	77%	82%	77%	76%	77%	70%
I know how you're feeling.	459	157	302	346	113	194	43	140	83	283	176	395	58
	45%	45%	46%	47%	41%	42%	44%	48%	52%	50%	40%	46%	44%
									E	J			
How did this happen?	355	114	241	262	93	162	36	101	57	182	173	300	52
	35%	33%	36%	35%	34%	35%	37%	35%	35%	32%	39%	35%	39%
											I		
Everything is going to be ok!	209	78	132	137	72	101	21	52	36	126	83	182	26
	21%	22%	20%	19%	27%	22%	22%	18%	22%	22%	19%	21%	20%
					C								
I'm sorry.	201	75	126	151	51	104	21	49	27	107	95	166	30
	20%	22%	19%	20%	19%	23%	22%	17%	17%	19%	21%	19%	23%
You're in my prayers.	109	35	74	71	38	53	16	29	11	45	64	90	17
	11%	10%	11%	10%	14%	11%	17%	10%	7%	8%	14%	10%	13%
							H				I		
Is there anything I can do?	39	18	22	29	10	23	4	9	3	23	16	33	5
	4%	5%	3%	4%	4%	5%	4%	3%	2%	4%	4%	4%	4%
I'm here for you.	24	11	13	16	9	14	3	6	2	12	13	17	6
	2%	3%	2%	2%	3%	3%	3%	2%	1%	2%	3%	2%	4%
I love you.	22	6	15	18	3	9	2	8	2	6	16	11	8
	2%	2%	2%	2%	1%	2%	2%	3%	1%	1%	4%	1%	6%
											I		K

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H - I/J - K/L * small base

8b. Least like to hear

	Total	All SN users	Online methods	Other methods	Have never had to share
		A	B	C	D
Base: All respondents (unwtd)	1011	221	439	207	365
Base: All respondents (wtd)	1011	238	439	208	364
Told you so!	844	188	357	168	319
	84%	79%	81%	81%	88%
					BC
I know someone who died of that same health condition	770	170	319	164	287
	76%	72%	73%	79%	79%
I know how you're feeling.	459	108	196	96	167
	45%	45%	45%	46%	46%
How did this happen?	355	87	155	76	125
	35%	36%	35%	36%	34%
Everything is going to be ok!	209	52	104	35	70
	21%	22%	24%	17%	19%
I'm sorry.	201	53	84	45	72
	20%	22%	19%	22%	20%
You're in my prayers.	109	20	54	19	36
	11%	8%	12%	9%	10%
Is there anything I can do?	39	12	25	7	7
	4%	5%	6%	4%	2%
			D		
I'm here for you.	24	14	14	8	3
	2%	6%	3%	4%	1%

8b. Least like to hear

	Total	All SN users	Online methods	Other methods	Have never had to share
			D	D	
I love you.	22	11	9	5	8
	2%	5%	2%	2%	2%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D

Household Income

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1011	435	576	255	388	368	448	563	181	234	360	236
Base: All Respondents (wtd)	1011	490	521	308	387	316	420	591	188	223	371	228
Under \$15K	89	44	46	43	29	18	89	0	9	22	36	23
	9%	9%	9%	14%	8%	6%	21%	-	5%	10%	10%	10%
				DE			G					H
\$15K to less than \$20K	37	19	18	15	14	8	37	0	3	10	15	10
	4%	4%	3%	5%	4%	2%	9%	-	2%	4%	4%	4%
							G					
\$20K to less than \$25K	59	32	28	11	32	16	59	0	4	14	25	16
	6%	6%	5%	4%	8%	5%	14%	-	2%	6%	7%	7%
					C		G			H	H	H
\$25K to less than \$30K	47	25	23	11	21	15	47	0	8	8	13	18
	5%	5%	4%	4%	5%	5%	11%	-	4%	4%	4%	8%
							G					J
\$30K to less than \$40K	98	42	56	34	34	30	98	0	17	18	40	23
	10%	9%	11%	11%	9%	10%	23%	-	9%	8%	11%	10%
							G					
\$40K to less than \$50K	88	43	45	34	30	24	88	0	18	19	33	17
	9%	9%	9%	11%	8%	8%	21%	-	10%	9%	9%	8%
							G					
\$50K to less than \$75K	196	84	113	48	78	70	0	196	33	53	73	38
	19%	17%	22%	16%	20%	22%	-	33%	17%	24%	20%	17%
						C		F				
\$75K to less than \$100K	141	59	82	47	48	45	0	141	33	34	55	18
	14%	12%	16%	15%	12%	14%	-	24%	18%	15%	15%	8%
								F	K	K	K	
\$100K to less than \$150K	181	103	78	45	71	64	0	181	48	38	49	45
	18%	21%	15%	15%	18%	20%	-	31%	26%	17%	13%	20%
		B						F	IJ			J
\$150K or more	74	40	34	19	30	25	0	74	14	7	33	20
	7%	8%	6%	6%	8%	8%	-	12%	7%	3%	9%	9%
								F			I	I
Summary												
Under \$25K	186	95	91	69	75	42	186	0	16	45	75	50
	18%	19%	18%	22%	19%	13%	44%	-	8%	20%	20%	22%
				E	E		G			H	H	H
	234	110	124	79	84	70	234	0	44	46	86	58

Household Income

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
\$25K - \$49K	23%	22%	24%	26%	22%	22%	56%	-	23%	20%	23%	26%
							G					
\$50K - \$99K	337	143	194	95	127	115	0	337	66	87	128	56
	33%	29%	37%	31%	33%	36%	-	57%	35%	39%	34%	24%
			A					F	K	K	K	
\$100K +	255	144	111	65	101	89	0	255	62	46	82	64
	25%	29%	21%	21%	26%	28%	-	43%	33%	20%	22%	28%
		B				C		F	IJ			
MEAN (,000)	73	75.07	71.05	68.93	73.05	76.91	27.33	105.41	83.71	67	72.63	70.65
								F	IJK			
STD. DEV.	57.02	57.31	56.72	61.1	56.4	53.44	13.21	53.88	53.53	48.76	61.52	58.81
STD. ERR.	1.79	2.75	2.36	3.83	2.86	2.79	0.62	2.27	3.98	3.19	3.24	3.83

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G - H/I/J/K

Household Income

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1011	331	680	766	245	442	91	290	188	570	441	872	124
Base: All Respondents (wtd)	1011	349	662	739	272	464	96*	290	161	569	442	864	132
Under \$15K	89	19	70	79	10	13	16	50	11	16	73	67	17
	9%	6%	11%	11%	4%	3%	16%	17%	7%	3%	17%	8%	13%
			A	D			EH	EH	E		I		
\$15K to less than \$20K	37	11	26	33	4	8	4	21	4	18	19	28	9
	4%	3%	4%	5%	1%	2%	4%	7%	3%	3%	4%	3%	7%
				D				EH					K
\$20K to less than \$25K	59	19	40	55	5	16	9	21	14	20	39	44	13
	6%	5%	6%	7%	2%	3%	9%	7%	9%	4%	9%	5%	10%
				D			E	E	E		I		
\$25K to less than \$30K	47	11	36	46	1	16	2	21	9	19	29	39	8
	5%	3%	5%	6%	0	3%	2%	7%	6%	3%	6%	5%	6%
				D				E			I		
\$30K to less than \$40K	98	26	73	79	20	44	4	34	16	52	46	85	11
	10%	7%	11%	11%	7%	10%	4%	12%	10%	9%	11%	10%	8%
								F					
\$40K to less than \$50K	88	30	58	64	24	31	8	32	17	37	51	76	11
	9%	9%	9%	9%	9%	7%	8%	11%	10%	6%	12%	9%	8%
								E			I		
\$50K to less than \$75K	196	77	119	149	47	103	11	45	36	135	61	174	20
	19%	22%	18%	20%	17%	22%	12%	16%	23%	24%	14%	20%	15%
						FG			F	J			
\$75K to less than \$100K	141	50	91	99	41	73	25	24	19	90	51	122	18
	14%	14%	14%	13%	15%	16%	26%	8%	12%	16%	11%	14%	14%
						G	EGH						
\$100K to less than \$150K	181	76	105	101	80	115	11	28	27	133	48	163	14
	18%	22%	16%	14%	29%	25%	11%	10%	17%	23%	11%	19%	11%
		B			C	FGH			G	J		L	
\$150K or more	74	30	44	34	39	45	7	14	8	50	24	63	11
	7%	9%	7%	5%	15%	10%	7%	5%	5%	9%	5%	7%	8%
					C	G							
Summary													
Under \$25K	186	49	137	167	19	37	28	92	29	54	132	140	40
	18%	14%	21%	23%	7%	8%	30%	32%	18%	10%	30%	16%	30%
			A	D			EH	EH	E		I		K
\$25K - \$49K	234	67	166	188	45	91	14	87	42	108	126	201	29
	23%	19%	25%	25%	17%	20%	14%	30%	26%	19%	29%	23%	22%
			A	D				EF	F		I		

Household Income

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
\$50K - \$99K	337	127	210	248	88	176	36	69	55	225	112	297	38
	33%	36%	32%	34%	32%	38%	38%	24%	34%	39%	25%	34%	29%
						G	G		G	J			
\$100K +	255	106	149	135	119	160	18	42	35	183	72	227	25
	25%	30%	22%	18%	44%	34%	18%	14%	22%	32%	16%	26%	19%
		B			C	FGH			G	J			
MEAN (,000)	73	81.84	68.34	63.01	100.14	87.3	66.46	55.63	67.03	84.85	57.72	74.71	64.69
		B			C	FGH			G	J			
STD. DEV.	57.02	62.18	53.56	49.82	65.91	57.8	52.19	56.45	47.79	58.38	51.38	56.35	61.46
STD. ERR.	1.79	3.42	2.05	1.8	4.21	2.75	5.47	3.31	3.49	2.45	2.45	1.91	5.52

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H - I/J - K/L * small base

Household Income

	Total	All SN users	Online methods	Other methods	Have never had to share
		A	B	C	D
Base: All Respondents (unwtd)	1011	221	439	207	365
Base: All Respondents (wtd)	1011	238	439	208	364
Under \$15K	89	23	36	27	26
	9%	10%	8%	13%	7%
				D	
\$15K to less than \$20K	37	9	13	8	16
	4%	4%	3%	4%	4%
\$20K to less than \$25K	59	8	20	13	27
	6%	3%	5%	6%	7%
\$25K to less than \$30K	47	10	18	8	21
	5%	4%	4%	4%	6%
\$30K to less than \$40K	98	28	43	22	33
	10%	12%	10%	10%	9%
\$40K to less than \$50K	88	23	37	19	32
	9%	10%	8%	9%	9%
\$50K to less than \$75K	196	33	82	38	76
	19%	14%	19%	18%	21%
\$75K to less than \$100K	141	42	56	29	55
	14%	18%	13%	14%	15%
\$100K to less than \$150K	181	46	90	32	59
	18%	19%	20%	15%	16%

Household Income

	Total	All SN users	Online methods	Other methods	Have never had to share
\$150K or more	74	16	43	13	18
	7%	7%	10%	6%	5%
			D		
Summary					
Under \$25K	186	40	69	47	70
	18%	17%	16%	23%	19%
				B	
\$25K - \$49K	234	61	98	49	86
	23%	25%	22%	24%	24%
\$50K - \$99K	337	75	138	67	131
	33%	32%	32%	32%	36%
\$100K +	255	62	133	45	77
	25%	26%	30%	21%	21%
			CD		
MEAN (,000)	73	76.85	80.08	66.11	68.39
			CD		
STD. DEV.	57.02	63.17	63.16	49.69	52.1
STD. ERR.	1.79	4.25	3.01	3.45	2.73

Proportions/Mean: Columns Tested (5% risk level) - B/C/D

Gender.

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1011	435	576	255	388	368	448	563	181	234	360	236
Base: All Respondents (wtd)	1011	490	521	308	387	316	420	591	188	223	371	228
Male	490	490	0	156	191	144	204	286	87	117	162	124
	49%	100%	-	50%	49%	46%	49%	48%	46%	52%	44%	54%
		B										J
Female	521	0	521	153	196	172	215	305	101	107	209	104
	51%	-	100%	50%	51%	54%	51%	52%	54%	48%	56%	46%
			A								K	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G - H/I/J/K

Gender.

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1011	331	680	766	245	442	91	290	188	570	441	872	124
Base: All Respondents (wtd)	1011	349	662	739	272	464	96*	290	161	569	442	864	132
Male	490	169	321	353	137	262	37	108	83	267	223	401	81
	49%	48%	49%	48%	50%	56%	39%	37%	51%	47%	51%	46%	61%
						FG			G				K
Female	521	180	341	386	135	202	59	182	78	302	218	463	51
	51%	52%	51%	52%	50%	44%	61%	63%	49%	53%	49%	54%	39%
							E	EH				L	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H - I/J - K/L * small base

Gender.

	Total	All SN users	Online methods	Other methods	Have never had to share
		A	B	C	D
Base: All Respondents (unwtd)	1011	221	439	207	365
Base: All Respondents (wtd)	1011	238	439	208	364
Male	490	117	208	106	176
	49%	49%	47%	51%	48%
Female	521	120	231	101	188
	51%	51%	53%	49%	52%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D

Age

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1011	435	576	255	388	368	448	563	181	234	360	236
Base: All Respondents (wtd)	1011	490	521	308	387	316	420	591	188	223	371	228
18 - 34 (NET)	308	156	153	308	0	0	148	160	50	65	119	74
	30%	32%	29%	100%	-	-	35%	27%	27%	29%	32%	32%
				DE			G					
18 - 24	85	45	39	85	0	0	50	35	18	14	31	21
	8%	9%	8%	28%	-	-	12%	6%	10%	6%	8%	9%
				DE			G					
25 - 34	223	110	113	223	0	0	99	125	32	51	88	53
	22%	22%	22%	72%	-	-	23%	21%	17%	23%	24%	23%
				DE								
35 - 54 (NET)	387	191	196	0	387	0	160	228	78	88	130	90
	38%	39%	38%	-	100%	-	38%	38%	42%	40%	35%	39%
					CE							
35 - 44	137	67	70	0	137	0	53	84	34	30	42	31
	14%	14%	13%	-	35%	-	13%	14%	18%	13%	11%	14%
					CE				J			
45 - 54	250	124	126	0	250	0	106	144	44	58	88	59
	25%	25%	24%	-	65%	-	25%	24%	24%	26%	24%	26%
					CE							
55 + (NET)	316	144	172	0	0	316	112	204	60	70	122	64
	31%	29%	33%	-	-	100%	27%	34%	32%	31%	33%	28%
						CD		F				
55 - 64	209	94	115	0	0	209	67	142	38	46	86	38
	21%	19%	22%	-	-	66%	16%	24%	20%	21%	23%	17%
						CD		F				
65+	106	49	57	0	0	106	45	61	21	23	35	26
	11%	10%	11%	-	-	34%	11%	10%	11%	10%	10%	12%
						CD						
Summary												
Mean	45.8	45.3	46.3	27.3	46.7	62.9	44.2	47	46	46.3	45.9	45.2
					C	CD		F				
STD. DEV.	15.07	15.14	15	4.93	5.44	6.32	15.78	14.44	14.95	14.73	15.21	15.34
STD. ERR.	0.47	0.73	0.63	0.31	0.28	0.33	0.75	0.61	1.11	0.96	0.8	1
Median	47.5	47.33	47.61	27.55	47.33	61.04	45.05	48.51	47.47	48.33	48.02	46.36

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G - H/I/J/K

Age

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1011	331	680	766	245	442	91	290	188	570	441	872	124
Base: All Respondents (wtd)	1011	349	662	739	272	464	96*	290	161	569	442	864	132
18 - 34 (NET)	308	141	167	197	111	135	45	129	0	136	172	240	61
	30%	41%	25%	27%	41%	29%	47%	44%	-	24%	39%	28%	46%
		B			C	H	EH	EH			I		K
18 - 24	85	32	53	78	7	15	19	51	0	2	83	58	22
	8%	9%	8%	11%	2%	3%	20%	17%	-	0	19%	7%	16%
				D		H	EH	EH			I		K
25 - 34	223	109	114	119	104	119	26	78	0	134	89	182	39
	22%	31%	17%	16%	38%	26%	27%	27%	-	24%	20%	21%	30%
		B			C	H	H	H					K
35 - 54 (NET)	387	148	240	293	94	222	30	113	22	226	162	329	54
	38%	42%	36%	40%	35%	48%	31%	39%	13%	40%	37%	38%	41%
						FGH	H	H					
35 - 44	137	74	63	96	41	80	12	43	2	82	55	115	20
	14%	21%	9%	13%	15%	17%	12%	15%	1%	14%	12%	13%	15%
		B				H	H	H					
45 - 54	250	73	177	198	52	142	18	71	19	143	107	215	33
	25%	21%	27%	27%	19%	31%	19%	24%	12%	25%	24%	25%	25%
				D		FH		H					
55 + (NET)	316	60	256	248	67	107	21	48	140	208	108	295	18
	31%	17%	39%	34%	25%	23%	22%	17%	87%	36%	24%	34%	13%
			A	D		G			EFG	J		L	
55 - 64	209	48	161	164	45	90	13	41	65	147	63	191	16
	21%	14%	24%	22%	16%	20%	13%	14%	40%	26%	14%	22%	12%
			A						EFG	J		L	
65+	106	12	95	84	22	16	9	7	75	61	45	103	1
	11%	3%	14%	11%	8%	3%	9%	2%	46%	11%	10%	12%	1%
			A				EG		EFG			L	
Summary													
Mean	45.8	40.8	48.5	46.7	43.6	44.6	40.5	39.6	63.9	48.5	42.4	47.1	38.7
			A	D		FG			EFG	J		L	
STD. DEV.	15.07	12.96	15.44	15.33	14.11	12.05	15.86	14.46	8.18	13.23	16.55	14.91	13.42
STD. ERR.	0.47	0.71	0.59	0.55	0.9	0.57	1.66	0.85	0.6	0.55	0.79	0.5	1.21
Median	47.5	39.89	50.82	49.07	40.19	46.06	37.03	39.19	63.46	49.87	43.28	48.83	36.95

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H - I/J - K/L * small base

Age

	Total	All SN users	Online methods	Other methods	Have never had to share
		A	B	C	D
Base: All Respondents (unwtd)	1011	221	439	207	365
Base: All Respondents (wtd)	1011	238	439	208	364
18 - 34 (NET)	308	96	157	52	99
	30%	41%	36%	25%	27%
			CD		
18 - 24	85	26	47	11	27
	8%	11%	11%	5%	7%
			C		
25 - 34	223	71	109	41	73
	22%	30%	25%	20%	20%
35 - 54 (NET)	387	95	165	78	145
	38%	40%	38%	37%	40%
35 - 44	137	48	70	18	49
	14%	20%	16%	9%	13%
			C		
45 - 54	250	47	95	60	96
	25%	20%	22%	29%	26%
55 + (NET)	316	47	118	78	120
	31%	20%	27%	37%	33%
				B	
55 - 64	209	32	79	55	75
	21%	14%	18%	27%	21%
				B	
65+	106	14	39	22	45
	11%	6%	9%	11%	12%

Age

	Total	All SN users	Online methods	Other methods	Have never had to share
Summary					
Mean	45.8	41.1	43.7	48.6	46.9
				B	B
STD. DEV.	15.07	13.89	15.17	14.39	15
STD. ERR.	0.47	0.93	0.72	1	0.79
Median	47.5	39.34	43.24	50.63	48.95

Proportions/Mean: Columns Tested (5% risk level) - B/C/D

Region

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1011	435	576	255	388	368	448	563	181	234	360	236
Base: All Respondents (wtd)	1011	490	521	308	387	316	420	591	188	223	371	228
Northeast	188	87	101	50	78	60	60	128	188	0	0	0
	19%	18%	19%	16%	20%	19%	14%	22%	100%	-	-	-
								F	IJK			
Midwest	223	117	107	65	88	70	91	132	0	223	0	0
	22%	24%	20%	21%	23%	22%	22%	22%	-	100%	-	-
										HJK		
South	371	162	209	119	130	122	161	210	0	0	371	0
	37%	33%	40%	39%	34%	39%	38%	36%	-	-	100%	-
			A								HIK	
West	228	124	104	74	90	64	108	120	0	0	0	228
	23%	25%	20%	24%	23%	20%	26%	20%	-	-	-	100%
							G					HIJ

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G - H/I/J/K

Region

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1011	331	680	766	245	442	91	290	188	570	441	872	124
Base: All Respondents (wtd)	1011	349	662	739	272	464	96*	290	161	569	442	864	132
Northeast	188	62	126	127	61	90	23	46	29	113	75	162	23
	19%	18%	19%	17%	22%	19%	24%	16%	18%	20%	17%	19%	17%
Midwest	223	79	145	164	59	108	17	65	34	135	88	209	10
	22%	23%	22%	22%	22%	23%	17%	22%	21%	24%	20%	24%	8%
												L	
South	371	126	245	272	99	169	32	111	58	204	167	313	52
	37%	36%	37%	37%	37%	36%	34%	38%	36%	36%	38%	36%	40%
West	228	82	146	176	52	98	24	68	39	117	112	180	47
	23%	24%	22%	24%	19%	21%	25%	23%	24%	21%	25%	21%	35%
													K

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H - I/J - K/L * small base

Region

	Total	All SN users	Online methods	Other methods	Have never had to share
		A	B	C	D
Base: All Respondents (unwtd)	1011	221	439	207	365
Base: All Respondents (wtd)	1011	238	439	208	364
Northeast	188	42	79	34	75
	19%	18%	18%	17%	21%
Midwest	223	66	95	44	85
	22%	28%	22%	21%	23%
South	371	80	163	87	121
	37%	34%	37%	42%	33%
West	228	50	102	43	84
	23%	21%	23%	21%	23%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D

Education Of Panel Member

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1011	435	576	255	388	368	448	563	181	234	360	236
Base: All Respondents (wtd)	1011	490	521	308	387	316	420	591	188	223	371	228
Grade School	4	3	1	1	2	1	2	2	2	0	2	0
	0	1%	0	0	0	0	1%	0	1%	-	1%	-
Some High School	43	25	19	20	15	8	25	18	4	6	21	13
	4%	5%	4%	7%	4%	3%	6%	3%	2%	2%	6%	6%
				E			G					
Graduated High School	406	191	214	104	160	142	216	190	66	101	151	87
	40%	39%	41%	34%	41%	45%	52%	32%	35%	45%	41%	38%
						C	G					
Some College	182	76	106	47	66	70	62	120	38	40	62	43
	18%	16%	20%	15%	17%	22%	15%	20%	20%	18%	17%	19%
						C		F				
Graduated from college - 2 year	59	31	29	17	28	15	31	29	9	10	22	19
	6%	6%	6%	5%	7%	5%	7%	5%	5%	4%	6%	8%
Graduated from college - 4 year	150	75	75	64	59	27	42	108	33	37	51	28
	15%	15%	14%	21%	15%	9%	10%	18%	18%	17%	14%	12%
				E	E			F				
Some Post Graduate	38	17	21	15	8	16	11	27	8	7	15	9
	4%	3%	4%	5%	2%	5%	3%	5%	4%	3%	4%	4%
						D						
Post Graduate Degree	84	45	39	33	27	24	12	72	20	15	33	15
	8%	9%	7%	11%	7%	8%	3%	12%	11%	7%	9%	7%
								F				
Some Technical or Vocational School	12	8	5	3	6	3	5	7	2	3	3	3
	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%
Completed Technical or Vocational School	32	19	13	6	17	10	14	18	5	6	11	11
	3%	4%	2%	2%	4%	3%	3%	3%	3%	2%	3%	5%
Summary (NET)												
No college degree	739	353	386	197	293	248	355	384	127	164	272	176
	73%	72%	74%	64%	76%	79%	85%	65%	67%	74%	73%	77%
					C	C	G					H
	272	137	135	111	94	67	64	208	61	59	99	52

Education Of Panel Member

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
College degree	27%	28%	26%	36%	24%	21%	15%	35%	33%	26%	27%	23%
				DE				F	K			

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G - H/I/J/K

Education Of Panel Member

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1011	331	680	766	245	442	91	290	188	570	441	872	124
Base: All Respondents (wtd)	1011	349	662	739	272	464	96*	290	161	569	442	864	132
Grade School	4	2	2	4	0	2	1	0	1	2	2	2	1
	0	0	0	1%	-	0	1%	-	1%	0	1%	0	1%
Some High School	43	11	33	43	0	10	6	22	5	20	24	32	12
	4%	3%	5%	6%	-	2%	6%	8%	3%	3%	5%	4%	9%
				D			E	EH					K
Graduated High School	406	134	271	406	0	157	38	139	72	223	183	356	43
	40%	38%	41%	55%	-	34%	40%	48%	44%	39%	41%	41%	32%
				D				E	E				
Some College	182	56	126	182	0	75	19	51	38	99	84	152	25
	18%	16%	19%	25%	-	16%	19%	18%	23%	17%	19%	18%	19%
				D					E				
Graduated from college - 2 year	59	21	39	59	0	25	6	18	10	29	31	49	11
	6%	6%	6%	8%	-	5%	7%	6%	6%	5%	7%	6%	8%
				D									
Graduated from college - 4 year	150	69	81	0	150	91	11	37	11	100	49	126	23
	15%	20%	12%	-	55%	20%	11%	13%	7%	18%	11%	15%	17%
		B			C	GH		H		J			
Some Post Graduate	38	11	27	0	38	19	4	4	10	20	18	33	5
	4%	3%	4%	-	14%	4%	5%	1%	6%	3%	4%	4%	4%
					C	G			G				
Post Graduate Degree	84	29	56	0	84	57	8	8	11	47	37	74	9
	8%	8%	8%	-	31%	12%	9%	3%	7%	8%	8%	9%	7%
					C	GH	G						
Some Technical or Vocational School	12	6	6	12	0	8	0	3	1	10	2	10	2
	1%	2%	1%	2%	-	2%	-	1%	1%	2%	1%	1%	2%
				D									
Completed Technical or Vocational School	32	11	22	32	0	19	2	7	4	21	12	31	1
	3%	3%	3%	4%	-	4%	2%	2%	3%	4%	3%	4%	1%
				D									
Summary (NET)													
No college degree	739	240	499	739	0	297	72	241	129	402	337	632	95
	73%	69%	75%	100%	-	64%	75%	83%	80%	71%	76%	73%	72%
			A	D			E	E	E		I		
College degree	272	109	163	0	272	167	24	49	32	167	105	232	37
	27%	31%	25%	-	100%	36%	25%	17%	20%	29%	24%	27%	28%
		B			C	FGH				J			

Education Of Panel Member

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H - I/J - K/L * small base

Education Of Panel Member

	Total	All SN users	Online methods	Other methods	Have never had to share
		A	B	C	D
Base: All Respondents (unwtd)	1011	221	439	207	365
Base: All Respondents (wtd)	1011	238	439	208	364
Grade School	4	0	0	2	1
	0	-	-	1%	0
				B	
Some High School	43	12	16	11	17
	4%	5%	4%	5%	5%
Graduated High School	406	95	149	85	171
	40%	40%	34%	41%	47%
					B
Some College	182	31	88	32	62
	18%	13%	20%	15%	17%
Graduated from college - 2 year	59	9	25	14	20
	6%	4%	6%	7%	6%
Graduated from college - 4 year	150	59	77	32	41
	15%	25%	18%	15%	11%
			D		
Some Post Graduate	38	4	13	8	17
	4%	2%	3%	4%	5%
Post Graduate Degree	84	22	53	11	20
	8%	9%	12%	5%	6%
			CD		
Some Technical or Vocational School	12	1	5	3	4
	1%	1%	1%	2%	1%

Education Of Panel Member

	Total	All SN users	Online methods	Other methods	Have never had to share
Completed Technical or Vocational School	32	3	13	9	10
	3%	1%	3%	4%	3%
Summary (NET)					
No college degree	739	152	295	157	286
	73%	64%	67%	76%	79%
				B	B
College degree	272	86	144	51	78
	27%	36%	33%	24%	21%
			CD		

Proportions/Mean: Columns Tested (5% risk level) - B/C/D

Age & Presence Of Children

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1011	435	576	255	388	368	448	563	181	234	360	236
Base: All Respondents (wtd)	1011	490	521	308	387	316	420	591	188	223	371	228
Under 6 only	79	36	43	53	17	9	26	53	11	18	29	21
	8%	7%	8%	17%	4%	3%	6%	9%	6%	8%	8%	9%
				DE								
6-12 Only	66	33	33	23	25	18	23	43	10	13	26	17
	7%	7%	6%	8%	6%	6%	6%	7%	6%	6%	7%	8%
13-17 Only	97	50	47	26	54	17	29	67	22	21	31	22
	10%	10%	9%	8%	14%	6%	7%	11%	12%	10%	8%	10%
					CE			F				
Under 6 and 6-12	36	12	24	22	7	7	17	19	6	11	16	3
	4%	2%	5%	7%	2%	2%	4%	3%	3%	5%	4%	1%
				DE						K	K	
Under 6 and 13-17	10	3	7	5	3	2	5	5	2	2	4	2
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
6-12 and 13-17	56	33	23	10	40	6	14	42	11	12	19	14
	6%	7%	4%	3%	10%	2%	3%	7%	6%	5%	5%	6%
					CE			F				
All 3	5	1	4	3	1	1	2	3	0	2	1	2
	0	0	1%	1%	0	0	0	0	-	1%	0	1%
None Under 18	662	321	341	167	240	256	303	359	126	145	245	146
	65%	66%	65%	54%	62%	81%	72%	61%	67%	65%	66%	64%
						CD	G					
Summary												
With Kids	349	169	180	141	148	60	116	233	62	79	126	82
	35%	34%	35%	46%	38%	19%	28%	39%	33%	35%	34%	36%
				E	E			F				
No Kids	662	321	341	167	240	256	303	359	126	145	245	146
	65%	66%	65%	54%	62%	81%	72%	61%	67%	65%	66%	64%
						CD	G					

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G - H/I/J/K

Age & Presence Of Children

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1011	331	680	766	245	442	91	290	188	570	441	872	124
Base: All Respondents (wtd)	1011	349	662	739	272	464	96*	290	161	569	442	864	132
Under 6 only	79	79	0	38	40	39	7	27	6	62	17	63	16
	8%	23%	-	5%	15%	8%	8%	9%	4%	11%	4%	7%	12%
		B			C			H		J			
6-12 Only	66	66	0	48	18	34	5	22	5	47	20	58	9
	7%	19%	-	7%	7%	7%	6%	8%	3%	8%	4%	7%	7%
		B								J			
13-17 Only	97	97	0	79	18	47	9	30	10	57	39	82	14
	10%	28%	-	11%	6%	10%	9%	10%	6%	10%	9%	10%	11%
		B											
Under 6 and 6-12	36	36	0	26	10	14	4	16	2	25	10	33	3
	4%	10%	-	4%	4%	3%	4%	6%	1%	4%	2%	4%	3%
		B						H					
Under 6 and 13-17	10	10	0	7	3	6	2	2	1	9	1	9	1
	1%	3%	-	1%	1%	1%	2%	1%	0	2%	0	1%	1%
		B								J			
6-12 and 13-17	56	56	0	38	18	34	5	15	2	40	17	49	7
	6%	16%	-	5%	7%	7%	5%	5%	1%	7%	4%	6%	5%
		B				H		H		J			
All 3	5	5	0	2	3	3	0	1	1	4	1	5	0
	0	1%	-	0	1%	1%	-	1%	0	1%	0	1%	-
		B											
None Under 18	662	0	662	499	163	288	64	176	134	325	337	565	82
	65%	-	100%	68%	60%	62%	67%	61%	83%	57%	76%	65%	62%
			A	D					EFG		I		
Summary													
With Kids	349	349	0	240	109	176	32	114	27	244	105	299	50
	35%	100%	-	32%	40%	38%	33%	39%	17%	43%	24%	35%	38%
		B			C	H	H	H		J			
No Kids	662	0	662	499	163	288	64	176	134	325	337	565	82
	65%	-	100%	68%	60%	62%	67%	61%	83%	57%	76%	65%	62%
			A	D					EFG		I		

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H - I/J - K/L * small base

Age & Presence Of Children

	Total	All SN users	Online methods	Other methods	Have never had to share
		A	B	C	D
Base: All Respondents (unwtd)	1011	221	439	207	365
Base: All Respondents (wtd)	1011	238	439	208	364
Under 6 only	79	30	39	9	31
	8%	13%	9%	4%	8%
6-12 Only	66	16	27	19	21
	7%	7%	6%	9%	6%
13-17 Only	97	22	53	14	29
	10%	9%	12%	7%	8%
			C		
Under 6 and 6-12	36	12	17	6	13
	4%	5%	4%	3%	4%
Under 6 and 13-17	10	4	6	3	1
	1%	2%	1%	1%	0
6-12 and 13-17	56	18	28	9	19
	6%	8%	6%	4%	5%
All 3	5	2	2	1	2
	0	1%	0	0	1%
None Under 18	662	134	267	148	248
	65%	57%	61%	71%	68%
				B	B
Summary					
With Kids	349	103	172	60	117
	35%	43%	39%	29%	32%

Age & Presence Of Children

	Total	All SN users	Online methods	Other methods	Have never had to share
			CD		
No Kids	662	134	267	148	248
	65%	57%	61%	71%	68%
				B	B

Proportions/Mean: Columns Tested (5% risk level) - B/C/D

Marital Status

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1011	435	576	255	388	368	448	563	181	234	360	236
Base: All Respondents (wtd)	1011	490	521	308	387	316	420	591	188	223	371	228
Single	247	143	104	153	75	19	151	97	50	43	95	59
	24%	29%	20%	50%	19%	6%	36%	16%	27%	19%	26%	26%
		B		DE	E		G					
Married	569	267	302	136	226	208	162	408	113	135	204	117
	56%	55%	58%	44%	58%	66%	39%	69%	60%	61%	55%	51%
					C	CD		F		K		
Domestic Partnership	39	18	21	11	20	7	20	18	6	7	8	18
	4%	4%	4%	4%	5%	2%	5%	3%	3%	3%	2%	8%
												IJ
Widowed	41	12	29	1	6	34	21	20	7	13	15	5
	4%	2%	6%	0	2%	11%	5%	3%	4%	6%	4%	2%
			A			CD						
Divorced	105	45	60	5	53	46	57	47	10	22	44	29
	10%	9%	11%	2%	14%	15%	14%	8%	5%	10%	12%	13%
					C	C	G				H	H
Separated	10	5	5	1	7	2	9	2	2	4	4	0
	1%	1%	1%	0	2%	1%	2%	0	1%	2%	1%	-
							G			K		
Summary												
Married	569	267	302	136	226	208	162	408	113	135	204	117
	56%	55%	58%	44%	58%	66%	39%	69%	60%	61%	55%	51%
					C	CD		F		K		
Other	442	223	218	172	162	108	258	184	75	88	167	112
	44%	45%	42%	56%	42%	34%	61%	31%	40%	39%	45%	49%
				DE	E		G					I

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G - H/I/J/K

Marital Status

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1011	331	680	766	245	442	91	290	188	570	441	872	124
Base: All Respondents (wtd)	1011	349	662	739	272	464	96*	290	161	569	442	864	132
Single	247	49	198	188	59	86	42	105	14	0	247	177	62
	24%	14%	30%	25%	22%	19%	43%	36%	9%	-	56%	21%	47%
		A				H	EH	EH		I		K	
Married	569	244	325	402	167	292	43	145	90	569	0	513	51
	56%	70%	49%	54%	62%	63%	44%	50%	56%	100%	-	59%	38%
		B				FG				J		L	
Domestic Partnership	39	13	26	35	4	18	2	12	7	0	39	32	7
	4%	4%	4%	5%	2%	4%	2%	4%	4%	-	9%	4%	5%
				D						I			
Widowed	41	7	34	30	11	11	2	5	24	0	41	39	1
	4%	2%	5%	4%	4%	2%	2%	2%	15%	-	9%	5%	1%
			A						EFG		I		
Divorced	105	29	76	76	29	52	6	20	27	0	105	92	11
	10%	8%	11%	10%	11%	11%	6%	7%	17%	-	24%	11%	9%
									FG		I		
Separated	10	7	3	9	1	5	2	3	1	0	10	10	0
	1%	2%	0	1%	0	1%	2%	1%	1%	-	2%	1%	-
		B								I			
Summary													
Married	569	244	325	402	167	292	43	145	90	569	0	513	51
	56%	70%	49%	54%	62%	63%	44%	50%	56%	100%	-	59%	38%
		B				FG				J		L	
Other	442	105	337	337	105	172	53	145	72	0	442	351	82
	44%	30%	51%	46%	38%	37%	56%	50%	44%	-	100%	41%	62%
			A				E	E		I		K	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H - I/J - K/L * small base

Marital Status

	Total	All SN users	Online methods	Other methods	Have never had to share
		A	B	C	D
Base: All Respondents (unwtd)	1011	221	439	207	365
Base: All Respondents (wtd)	1011	238	439	208	364
Single	247	63	101	50	95
	24%	26%	23%	24%	26%
Married	569	136	255	110	204
	56%	57%	58%	53%	56%
Domestic Partnership	39	9	22	3	14
	4%	4%	5%	1%	4%
			C		
Widowed	41	6	14	14	13
	4%	2%	3%	7%	4%
Divorced	105	21	43	27	35
	10%	9%	10%	13%	10%
Separated	10	4	4	4	3
	1%	1%	1%	2%	1%
Summary					
Married	569	136	255	110	204
	56%	57%	58%	53%	56%
Other	442	102	184	98	160
	44%	43%	42%	47%	44%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D

Employment Of Panel Member

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1011	435	576	255	388	368	448	563	181	234	360	236
Base: All Respondents (wtd)	1011	490	521	308	387	316	420	591	188	223	371	228
Employed Full-time	400	222	178	121	193	85	102	297	81	91	141	87
	40%	45%	34%	39%	50%	27%	24%	50%	43%	41%	38%	38%
		B		E	CE			F				
Employed Part-time	96	37	59	45	30	21	42	54	23	17	32	24
	9%	8%	11%	15%	8%	7%	10%	9%	12%	8%	9%	10%
				DE								
Self-Employed	64	40	24	13	29	21	25	39	9	17	27	11
	6%	8%	5%	4%	8%	7%	6%	7%	5%	8%	7%	5%
		B										
Homemaker	101	5	97	32	43	26	44	57	21	19	41	20
	10%	1%	19%	10%	11%	8%	11%	10%	11%	9%	11%	9%
			A									
Student	46	17	28	44	1	0	22	23	9	8	18	10
	5%	4%	5%	14%	0	-	5%	4%	5%	4%	5%	4%
				DE								
Retired	161	83	78	0	22	140	71	90	29	34	58	39
	16%	17%	15%	-	6%	44%	17%	15%	16%	15%	16%	17%
					C	CD						
Currently Unemployed	112	64	48	42	55	16	89	23	14	30	39	29
	11%	13%	9%	14%	14%	5%	21%	4%	7%	13%	11%	13%
				E	E		G					
Other	31	22	8	11	14	6	23	7	2	7	13	9
	3%	5%	2%	3%	4%	2%	6%	1%	1%	3%	4%	4%
		B					G					
Summary												
Full time	464	262	202	135	222	107	127	336	90	108	169	98
	46%	53%	39%	44%	57%	34%	30%	57%	48%	48%	45%	43%
		B		E	CE			F				
Part time	96	37	59	45	30	21	42	54	23	17	32	24
	9%	8%	11%	15%	8%	7%	10%	9%	12%	8%	9%	10%
				DE								
Not Employed	290	108	182	129	113	48	179	111	46	65	111	68
	29%	22%	35%	42%	29%	15%	43%	19%	25%	29%	30%	30%
			A	DE	E		G					
	161	83	78	0	22	140	71	90	29	34	58	39

Employment Of Panel Member

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
Retired	16%	17%	15%	-	6%	44%	17%	15%	16%	15%	16%	17%
					C	CD						

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G - H/I/J/K

Employment Of Panel Member

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1011	331	680	766	245	442	91	290	188	570	441	872	124
Base: All Respondents (wtd)	1011	349	662	739	272	464	96*	290	161	569	442	864	132
Employed Full-time	400	152	248	251	149	400	0	0	0	254	145	341	55
	40%	44%	37%	34%	55%	86%	-	-	-	45%	33%	39%	41%
					C	FGH				J			
Employed Part-time	96	32	64	72	24	0	96	0	0	43	53	82	13
	9%	9%	10%	10%	9%	-	100%	-	-	8%	12%	10%	10%
							EGH				I		
Self-Employed	64	24	40	46	18	64	0	0	0	37	26	58	4
	6%	7%	6%	6%	7%	14%	-	-	-	7%	6%	7%	3%
						FGH							
Homemaker	101	58	43	79	22	0	0	101	0	94	8	94	7
	10%	17%	6%	11%	8%	-	-	35%	-	16%	2%	11%	5%
		B						EFH		J			
Student	46	22	24	43	3	0	0	46	0	5	41	33	11
	5%	6%	4%	6%	1%	-	-	16%	-	1%	9%	4%	9%
				D				EFH			I		K
Retired	161	27	134	129	32	0	0	0	161	90	72	148	11
	16%	8%	20%	18%	12%	-	-	-	100%	16%	16%	17%	9%
			A	D					EFG			L	
Currently Unemployed	112	22	90	93	19	0	0	112	0	33	79	86	25
	11%	6%	14%	13%	7%	-	-	39%	-	6%	18%	10%	19%
			A	D				EFH			I		K
Other	31	12	19	26	5	0	0	31	0	13	18	22	6
	3%	3%	3%	3%	2%	-	-	11%	-	2%	4%	3%	5%
								EFH					
Summary													
Full time	464	176	288	297	167	464	0	0	0	292	172	399	58
	46%	50%	43%	40%	61%	100%	-	-	-	51%	39%	46%	44%
		B			C	FGH				J			
Part time	96	32	64	72	24	0	96	0	0	43	53	82	13
	9%	9%	10%	10%	9%	-	100%	-	-	8%	12%	10%	10%
							EGH				I		
Not Employed	290	114	176	241	49	0	0	290	0	145	145	234	50
	29%	33%	27%	33%	18%	-	-	100%	-	25%	33%	27%	38%
				D				EFH			I		K
Retired	161	27	134	129	32	0	0	0	161	90	72	148	11
	16%	8%	20%	18%	12%	-	-	-	100%	16%	16%	17%	9%
			A	D					EFG			L	

Employment Of Panel Member

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H - I/J - K/L * small base

Employment Of Panel Member

	Total	All SN users	Online methods	Other methods	Have never had to share
		A	B	C	D
Base: All Respondents (unwtd)	1011	221	439	207	365
Base: All Respondents (wtd)	1011	238	439	208	364
Employed Full-time	400	109	184	77	139
	40%	46%	42%	37%	38%
Employed Part-time	96	23	39	22	36
	9%	10%	9%	10%	10%
Self-Employed	64	10	35	15	14
	6%	4%	8%	7%	4%
			D		
Homemaker	101	30	48	17	36
	10%	13%	11%	8%	10%
Student	46	8	30	3	13
	5%	3%	7%	1%	3%
			CD		
Retired	161	22	63	36	62
	16%	9%	14%	17%	17%
Currently Unemployed	112	30	29	28	55
	11%	13%	7%	13%	15%
				B	B
Other	31	5	11	10	10
	3%	2%	3%	5%	3%
Summary					
Full time	464	119	219	92	153
	46%	50%	50%	44%	42%

Employment Of Panel Member

	Total	All SN users	Online methods	Other methods	Have never had to share
			D		
Part time	96	23	39	22	36
	9%	10%	9%	10%	10%
Not Employed	290	73	118	58	113
	29%	31%	27%	28%	31%
Retired	161	22	63	36	62
	16%	9%	14%	17%	17%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D

Ethnicity

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1011	435	576	255	388	368	448	563	181	234	360	236
Base: All Respondents (wtd)	1011	490	521	308	387	316	420	591	188	223	371	228
White	864	401	463	240	329	295	340	524	162	209	313	180
	85%	82%	89%	78%	85%	93%	81%	89%	86%	94%	84%	79%
			A		C	CD		F		HJK		
Black	39	16	22	14	16	8	18	21	8	5	22	4
	4%	3%	4%	5%	4%	3%	4%	3%	4%	2%	6%	2%
											IK	
Asian or Pacific Islander	23	15	9	12	10	2	10	13	5	2	4	13
	2%	3%	2%	4%	3%	1%	2%	2%	2%	1%	1%	6%
				E	E							IJ
Native American or Alaskan Native	13	9	4	4	6	4	8	6	1	1	7	4
	1%	2%	1%	1%	2%	1%	2%	1%	1%	1%	2%	2%
Mixed racial background	27	21	7	11	15	2	15	12	5	1	11	10
	3%	4%	1%	3%	4%	1%	4%	2%	3%	1%	3%	4%
		B		E	E							I
Other	29	20	9	21	6	2	18	11	4	1	9	15
	3%	4%	2%	7%	2%	1%	4%	2%	2%	0	2%	7%
		B		DE			G					HIJ
Declined to answer	14	8	6	8	3	3	10	4	3	3	5	2
	1%	2%	1%	2%	1%	1%	2%	1%	2%	1%	1%	1%
							G					
(Dk/Ns)	1	1	0	0	1	0	0	1	0	1	0	0
	0	0	-	-	0	-	-	0	-	0	-	-
Summary												
White	864	401	463	240	329	295	340	524	162	209	313	180
	85%	82%	89%	78%	85%	93%	81%	89%	86%	94%	84%	79%
			A		C	CD		F		HJK		
Other	132	81	51	61	54	18	69	63	23	10	52	47
	13%	16%	10%	20%	14%	6%	16%	11%	12%	5%	14%	20%
		B		E	E		G		I		I	HI

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G - H/I/J/K

Ethnicity

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1011	331	680	766	245	442	91	290	188	570	441	872	124
Base: All Respondents (wtd)	1011	349	662	739	272	464	96*	290	161	569	442	864	132
White	864	299	565	632	232	399	82	234	148	513	351	864	0
	85%	86%	85%	85%	85%	86%	86%	81%	92%	90%	80%	100%	-
									G	J		L	
Black	39	14	24	30	9	19	2	12	6	12	26	0	39
	4%	4%	4%	4%	3%	4%	2%	4%	4%	2%	6%	-	29%
											I		K
Asian or Pacific Islander	23	4	19	13	11	13	3	7	1	9	15	0	23
	2%	1%	3%	2%	4%	3%	3%	3%	0	2%	3%	-	18%
					C								K
Native American or Alaskan Native	13	9	4	9	5	5	0	6	2	9	4	0	13
	1%	3%	1%	1%	2%	1%	-	2%	1%	2%	1%	-	10%
		B											K
Mixed racial background	27	11	17	17	10	12	2	12	2	8	19	0	27
	3%	3%	3%	2%	4%	3%	2%	4%	1%	1%	4%	-	21%
											I		K
Other	29	12	18	27	3	9	7	13	1	12	18	0	29
	3%	3%	3%	4%	1%	2%	7%	4%	1%	2%	4%	-	22%
				D			EH	H					K
Declined to answer	14	0	14	12	2	7	0	6	2	6	8	0	0
	1%	-	2%	2%	1%	1%	-	2%	1%	1%	2%	-	-
			A										
(Dk/Ns)	1	0	1	1	0	0	1	0	0	0	1	0	0
	0	-	0	0	-	-	1%	-	-	-	0	-	-
							E						
Summary													
White	864	299	565	632	232	399	82	234	148	513	351	864	0
	85%	86%	85%	85%	85%	86%	86%	81%	92%	90%	80%	100%	-
									G	J		L	
Other	132	50	82	95	37	58	13	50	11	51	82	0	132
	13%	14%	12%	13%	14%	13%	13%	17%	7%	9%	18%	-	100%
								H			I		K

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H - I/J - K/L * small base

Ethnicity

	Total	All SN users	Online methods	Other methods	Have never had to share
		A	B	C	D
Base: All Respondents (unwtd)	1011	221	439	207	365
Base: All Respondents (wtd)	1011	238	439	208	364
White	864	201	374	175	314
	85%	85%	85%	84%	86%
Black	39	5	12	12	15
	4%	2%	3%	6%	4%
Asian or Pacific Islander	23	9	13	4	6
	2%	4%	3%	2%	2%
Native American or Alaskan Native	13	5	7	5	1
	1%	2%	2%	2%	0
				D	
Mixed racial background	27	9	13	3	11
	3%	4%	3%	2%	3%
Other	29	5	11	7	11
	3%	2%	3%	3%	3%
Declined to answer	14	4	7	1	5
	1%	1%	2%	1%	1%
(Dk/Ns)	1	1	1	0	0
	0	0	0	-	-
Summary					
White	864	201	374	175	314
	85%	85%	85%	84%	86%

Ethnicity

	Total	All SN users	Online methods	Other methods	Have never had to share
	132	32	56	31	45
Other	13%	13%	13%	15%	12%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D

Are you of Hispanic Ethnicity?

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1011	435	576	255	388	368	448	563	181	234	360	236
Base: All Respondents (wtd)	1011	490	521	308	387	316	420	591	188	223	371	228
Yes	75	53	22	42	27	6	40	35	17	4	22	31
	7%	11%	4%	14%	7%	2%	10%	6%	9%	2%	6%	14%
		B		DE	E		G		I		I	IJ
No	918	429	489	261	351	306	369	549	169	214	345	190
	91%	87%	94%	85%	91%	97%	88%	93%	90%	96%	93%	83%
			A		C	CD		F	K	HK	K	
(Dk/Ns)	18	8	10	6	9	3	10	8	1	5	4	8
	2%	2%	2%	2%	2%	1%	2%	1%	1%	2%	1%	3%
												J

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G - H/I/J/K

Are you of Hispanic Ethnicity?

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1011	331	680	766	245	442	91	290	188	570	441	872	124
Base: All Respondents (wtd)	1011	349	662	739	272	464	96*	290	161	569	442	864	132
Yes	75	40	35	53	22	29	10	32	4	36	39	27	47
	7%	11%	5%	7%	8%	6%	10%	11%	3%	6%	9%	3%	35%
		B					H	EH					K
No	918	307	610	668	250	430	84	247	157	525	392	830	83
	91%	88%	92%	90%	92%	93%	87%	85%	97%	92%	89%	96%	63%
			A			G			EFG			L	
(Dk/Ns)	18	2	16	18	0	5	2	11	1	8	11	7	3
	2%	1%	2%	2%	-	1%	2%	4%	1%	1%	2%	1%	2%
			A	D				EH					

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F/G/H - I/J - K/L * small base

Are you of Hispanic Ethnicity?

	Total	All SN users	Online methods	Other methods	Have never had to share
		A	B	C	D
Base: All Respondents (unwtd)	1011	221	439	207	365
Base: All Respondents (wtd)	1011	238	439	208	364
Yes	75	20	31	15	28
	7%	8%	7%	7%	8%
No	918	212	398	190	330
	91%	89%	91%	91%	91%
(Dk/Ns)	18	5	10	3	6
	2%	2%	2%	1%	2%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D