

IBOPE Zogby Interactive Survey of Adults - 3/2/12 - 3/5/12 MOE +/- 2.2 Percentage Points

101. Which of the following services do you use to find information online?

	Total		Region								Party						AgeGroup									
	n		East		South		Centr GrLks		West		Democratic		Republican		Independen t		NS		18-29		30-49		50-64		65+	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
A search engine such as Google or Bing	1676	83.5	354	80.7	437	84.3	486	81.2	388	88.4	662	86.9	528	79.7	472	84.0	14	70.2	352	80.6	597	83.4	427	86.0	289	85.5
Social media networks such as Facebook	725	36.1	181	41.2	205	39.5	185	30.9	152	34.6	311	40.7	208	31.4	200	35.6	7	35.0	202	46.2	279	39.1	153	30.8	86	25.5
Go directly to a favorite website	1435	71.5	307	70.0	353	68.1	425	71.1	338	77.1	565	74.1	468	70.7	381	67.8	20	100.0	318	72.6	483	67.5	362	72.8	256	75.7
Use another way such as a mobile phone application	364	18.2	99	22.5	99	19.1	78	13.0	89	20.2	145	19.0	131	19.8	84	14.9	4	19.8	98	22.4	158	22.1	80	16.0	28	8.3
All of these	482	24.0	134	30.5	137	26.5	129	21.6	80	18.3	177	23.2	177	26.7	128	22.7			150	34.2	207	28.9	91	18.3	30	9.0
None of these	28	1.4	2	.5	5	1.0	20	3.4			2	.3	23	3.4	3	.5			17	3.8	1	.1	5	1.0	5	1.6
Not sure	15	.7	3	.6	2	.4	7	1.1	3	.8	6	.8	0	.0	9	1.5			5	1.2			6	1.2	4	1.1
Total	2007	100.0	439	100.0	518	100.0	598	100.0	439	100.0	763	100.0	662	100.0	562	100.0	20	100.0	437	100.0	716	100.0	497	100.0	338	100.0

	Gender				AgeGroup-B										generation									
	Male		Female		18-24		25-34		35-54		55-69		70+		Pre 1926		Privates		Woodstocker s		Nikes		First Globals	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
A search engine such as Google or Bing	805	83.7	851	83.3	110	96.3	317	75.4	627	84.9	457	86.2	155	83.8	6	85.2	283	85.5	645	86.8	359	81.4	372	79.9
Social media networks such as Facebook	335	34.9	385	37.8	79	69.0	154	36.6	290	39.3	160	30.2	38	20.6	3	48.3	83	25.0	237	31.9	186	42.1	212	45.5
Go directly to a favorite website	697	72.5	721	70.6	84	73.4	281	66.8	528	71.5	394	74.3	132	71.5	5	74.1	251	75.7	530	71.3	300	67.9	333	71.7
Use another way such as a mobile phone application	194	20.2	167	16.4	11	9.6	98	23.3	178	24.1	68	12.9	8	4.2	0	5.1	28	8.4	140	18.8	93	21.0	103	22.1
All of these	240	24.9	237	23.3	14	12.4	164	39.1	207	28.0	81	15.2	13	6.8	0	6.1	30	9.1	152	20.5	132	30.0	163	35.1
None of these	5	.5	22	2.1			17	3.9	5	.6	1	.2	5	2.9	0	6.3	5	1.5	6	.7			17	3.6
Not sure	3	.3	12	1.1			5	1.2	1	.1	5	1.0	4	2.0	0	3.4	3	1.0	6	.8			5	1.1
Total	961	100.0	1021	100.0	114	100.0	420	100.0	738	100.0	531	100.0	185	100.0	7	100.0	331	100.0	743	100.0	441	100.0	465	100.0

IBOPE Zogby Interactive Survey of Adults - 3/2/12 - 3/5/12 MOE +/- 2.2 Percentage Points

101. Which of the following services do you use to find information online?

	Total		Race										Religion						BornAgain				Education					
	n		White		Hisp		AfrAmer		Asian		Other		Catholic		Protestant		Jewish		Other/None		Yes		No/NS		No College Degree		College Degree+	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
A search engine such as Google or Bing	1676	83.5	1074	81.5	199	78.8	219	94.4	75	96.6	56	96.1	420	83.4	853	83.0	36	93.0	316	85.9	337	76.6	505	87.9	1026	83.2	636	84.1
Social media networks such as Facebook	725	36.1	520	39.5	60	24.0	62	26.8	20	26.2	34	58.9	170	33.8	388	37.7	11	27.4	134	36.3	156	35.4	228	39.7	417	33.8	306	40.5
Go directly to a favorite website	1435	71.5	936	71.0	165	65.7	185	79.4	52	67.1	43	73.8	352	69.8	741	72.2	19	50.3	277	75.2	293	66.7	439	76.4	869	70.4	555	73.4
Use another way such as a mobile phone application	364	18.2	253	19.2	47	18.6	20	8.6	10	13.3	22	38.2	94	18.7	166	16.2	5	11.8	88	23.8	62	14.1	100	17.3	190	15.4	173	22.9
All of these	482	24.0	357	27.1	60	23.9	22	9.5	2	2.8	22	38.7	130	25.8	239	23.2	6	14.5	89	24.1	106	24.2	128	22.3	261	21.2	216	28.6
None of these	28	1.4	22	1.7	5	2.0							6	1.2	21	2.0			1	.1	19	4.4	1	.2	25	2.0	3	.4
Not sure	15	.7	10	.8	3	1.3					0	.3	6	1.1	1	.1			7	1.9			1	.2	12	1.0	1	.2
Total	2007	100.0	1318	100.0	252	100.0	233	100.0	78	100.0	58	100.0	504	100.0	1027	100.0	39	100.0	368	100.0	440	100.0	575	100.0	1234	100.0	756	100.0

	Total		Live								Attend services								Union							
	n		Lge City		Sm City		Suburbs		Rural		Weekly+		Weekly		1-2/Mo		Holidays		Rarely		Never		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
A search engine such as Google or Bing	524	85.7	334	83.1	454	80.2	349	84.8	156	82.7	330	85.7	212	84.1	151	84.1	533	84.0	239	81.5	333	83.8	1332	83.4		
Social media networks such as Facebook	221	36.2	146	36.5	179	31.5	174	42.4	72	38.4	127	33.0	80	31.7	80	44.7	225	35.5	122	41.7	154	38.7	570	35.7		
Go directly to a favorite website	429	70.2	311	77.4	393	69.4	289	70.3	143	76.2	255	66.3	180	71.6	126	70.3	451	71.0	234	79.9	279	70.2	1148	71.8		
Use another way such as a mobile phone application	129	21.1	70	17.3	106	18.8	59	14.4	35	18.5	59	15.3	43	17.1	52	29.1	99	15.7	73	25.0	63	15.9	301	18.8		
All of these	150	24.6	89	22.1	162	28.6	80	19.5	46	24.5	77	20.1	62	24.6	60	33.6	148	23.3	76	25.9	85	21.4	396	24.8		
None of these	2	.4	22	5.6	2	.3	1	.3	0	.1	3	.8	3	1.4	2	1.0	1	.2	17	5.9	3	.7	25	1.5		
Not sure	5	.9	1	.2	6	1.1	2	.6	1	.5	1	.3	2	.9			2	.4	6	1.9	2	.6	12	.8		
Total	611	100.0	402	100.0	567	100.0	412	100.0	188	100.0	385	100.0	252	100.0	179	100.0	635	100.0	293	100.0	397	100.0	1598	100.0		

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101. Which of the following services do you use to find information online?

	Total		Status								Marital Status & Gender								Ideology Recorded						Child<17			
	n		Married		Single		D/W/S		Civil union		Married Male		Married Female		Other Male		Other Female		Liberal		Moderate		Conservative		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
A search engine such as Google or Bing	1676	83.5	949	81.3	379	89.4	256	86.0	75	83.5	496	84.1	445	78.2	305	83.3	402	91.1	477	86.3	403	85.1	757	81.1	363	73.5	1292	87.2
Social media networks such as Facebook	725	36.1	397	34.0	196	46.3	95	31.8	34	38.4	185	31.3	209	36.6	150	40.8	176	39.8	263	47.6	149	31.5	298	31.9	186	37.7	535	36.1
Go directly to a favorite website	1435	71.5	824	70.6	342	80.5	207	69.6	42	47.4	420	71.2	397	69.7	274	74.7	315	71.3	413	74.6	347	73.2	650	69.6	314	63.6	1096	74.0
Use another way such as a mobile phone application	364	18.2	236	20.2	66	15.6	40	13.4	19	21.7	125	21.2	110	19.4	67	18.4	57	12.9	108	19.6	81	17.0	165	17.7	107	21.7	255	17.2
All of these	482	24.0	301	25.8	96	22.6	59	19.8	20	22.3	139	23.6	162	28.4	99	27.0	75	17.1	148	26.7	100	21.1	230	24.6	166	33.6	310	20.9
None of these	28	1.4	24	2.1			3	1.0			4	.6	21	3.6	1	.4	1	.3	1	.1	17	3.6	9	1.0	17	3.5	10	.7
Not sure	15	.7	5	.4			4	1.4	5	5.7	2	.3	4	.6	1	.4	8	1.8	2	.4	2	.4	5	.5	5	1.0	9	.6
Total	2007	100.0	1167	100.0	424	100.0	297	100.0	90	100.0	589	100.0	570	100.0	367	100.0	441	100.0	553	100.0	473	100.0	934	100.0	494	100.0	1482	100.0

	Income												Investor Class				Residency					
	< \$25K		\$25-35K		\$35-50K		\$50-75K		\$75-100K		\$100+		Yes		No/NS		My city or town		America		The planet earth	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
A search engine such as Google or Bing	158	86.4	129	82.0	200	80.8	313	83.3	283	84.6	352	86.4	559	81.9	1085	84.7	387	83.4	910	82.7	325	85.3
Social media networks such as Facebook	62	33.9	51	32.6	84	33.8	129	34.2	156	46.9	143	35.0	214	31.3	499	39.0	191	41.1	346	31.4	159	41.9
Go directly to a favorite website	111	60.8	104	66.1	180	72.4	270	71.8	231	69.2	302	74.0	493	72.2	910	71.1	339	73.0	776	70.6	268	70.4
Use another way such as a mobile phone application	22	12.0	22	14.0	31	12.4	71	19.0	74	22.1	107	26.2	149	21.8	212	16.5	94	20.3	190	17.3	72	18.8
All of these	33	18.0	32	20.4	57	23.1	100	26.6	94	28.3	121	29.6	182	26.6	290	22.7	126	27.2	257	23.4	88	23.1
None of these			4	2.3	2	.7					3	.8	5	.7	23	1.8	1	.3	24	2.2	1	.3
Not sure	1	.5	6	4.1	2	.8	3	.7	0	.0	0	.0	5	.7	9	.7	0	.0	4	.4	9	2.4
Total	183	100.0	158	100.0	248	100.0	376	100.0	334	100.0	408	100.0	682	100.0	1281	100.0	464	100.0	1100	100.0	380	100.0

IBOPE Zogby Interactive Survey of Adults - 3/2/12 - 3/5/12 MOE +/- 2.2 Percentage Points

101. Which of the following services do you use to find information online?

	Total		Weekly		Few/Mo		Wal-Mart 1-2/yr		Never		Other		Armed forces				NASCAR fan				Valid Passport			
	n		f		f		f		f		f		Yes		No/NS		Yes		No/NS		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
A search engine such as Google or Bing	1676	83.5	242	78.7	504	84.9	610	87.6	265	76.8	31	99.5	325	78.4	1337	84.8	226	78.7	1437	84.5	977	85.9	676	82.2
Social media networks such as Facebook	725	36.1	90	29.2	245	41.2	252	36.2	112	32.4	20	62.3	172	41.6	550	34.9	108	37.7	616	36.2	434	38.1	281	34.2
Go directly to a favorite website	1435	71.5	194	63.0	413	69.6	534	76.7	242	70.2	31	98.1	307	74.0	1117	70.8	209	72.9	1213	71.3	849	74.6	548	66.7
Use another way such as a mobile phone application	364	18.2	55	17.7	102	17.3	131	18.8	74	21.4	1	3.8	87	20.9	274	17.4	59	20.7	303	17.8	234	20.6	127	15.5
All of these	482	24.0	73	23.9	150	25.3	148	21.2	96	27.7	6	17.5	131	31.5	347	22.0	88	30.6	390	22.9	280	24.6	193	23.4
None of these	28	1.4	3	.9	5	.8	1	.2	18	5.1			18	4.3	10	.6	1	.4	24	1.4	4	.3	7	.9
Not sure	15	.7	1	.3	0	.0	9	1.2	3	.7			5	1.1	10	.6	2	.8	12	.7	4	.4	10	1.2
Total	2007	100.0	308	100.0	594	100.0	696	100.0	345	100.0	32	100.0	414	100.0	1577	100.0	287	100.0	1701	100.0	1138	100.0	822	100.0

IBOPE Zogby Interactive Survey of Adults - 3/2/12 - 3/5/12 MOE +/- 2.2 Percentage Points

102. In thinking about how you find information online, which of the following statements best reflects your opinion?

	Total		Region								Party								AgeGroup							
	n		East		South		Centr GrLks		West		Democratic		Republican		Independent		NS		18-29		30-49		50-64		65+	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
I feel that I am stuck with using a particular search engine	154	7.7	35	8.1	46	8.9	47	7.8	25	5.6	62	8.1	52	7.9	38	6.8	2	9.0	40	9.2	55	7.7	29	5.8	30	8.9
I feel that I can easily switch to a competing search engine	1742	86.8	374	85.2	441	85.0	519	86.8	396	90.3	655	85.9	580	87.6	489	87.0	18	91.0	384	87.8	628	87.8	440	88.4	271	80.2
I don't use a search engine	25	1.2	8	1.8	3	.6	11	1.8	3	.7	11	1.4	9	1.4	4	.8					6	.9	7	1.5	11	3.2
Not sure	86	4.3	22	4.9	28	5.5	21	3.6	15	3.4	35	4.5	21	3.2	31	5.5			13	3.0	26	3.6	21	4.2	26	7.7
Total	2007	100.0	439	100.0	518	100.0	598	100.0	439	100.0	763	100.0	662	100.0	562	100.0	20	100.0	437	100.0	716	100.0	497	100.0	338	100.0

	Gender				AgeGroup-B										generation									
	Male		Female		18-24		25-34		35-54		55-69		70+		Pre 1926		Privates		Woodstockers		Nikes		First Globals	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
I feel that I am stuck with using a particular search engine	82	8.5	67	6.6	12	10.8	35	8.2	53	7.2	46	8.6	8	4.6			30	9.1	48	6.5	31	7.1	44	9.5
I feel that I can easily switch to a competing search engine	832	86.5	892	87.4	98	85.6	373	88.7	650	88.0	451	85.1	151	81.8	6	86.2	266	80.1	652	87.8	395	89.4	405	87.1
I don't use a search engine	12	1.3	12	1.2			1	.2	8	1.0	10	1.8	7	3.6	0	7.5	10	3.1	8	1.1	6	1.2		
Not sure	36	3.7	49	4.8	4	3.6	12	2.9	28	3.8	23	4.4	19	10.1	0	6.3	25	7.7	34	4.6	10	2.3	16	3.4
Total	961	100.0	1021	100.0	114	100.0	420	100.0	738	100.0	531	100.0	185	100.0	7	100.0	331	100.0	743	100.0	441	100.0	465	100.0

	Race										Religion								BornAgain				Education			
	White		Hisp		AfrAmer		Asian		Other		Catholic		Protestant		Jewish		Other/None		Yes		No/NS		No College Degree		College Degree+	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
I feel that I am stuck with using a particular search engine	93	7.1	47	18.7	2	.9	3	3.8	2	4.2	59	11.7	72	7.0	0	1.0	17	4.7	43	9.7	27	4.7	89	7.2	59	7.8
I feel that I can easily switch to a competing search engine	1165	88.4	186	73.9	213	91.4	73	94.5	53	91.1	417	82.7	911	88.7	36	93.0	322	87.5	373	85.0	527	91.7	1067	86.5	666	88.0
I don't use a search engine	12	.9	7	2.6	1	.3			1	1.6	7	1.4	9	.9	1	3.6	2	.5	7	1.5	2	.4	19	1.6	5	.7
Not sure	49	3.7	12	4.8	17	7.3	1	1.8	2	3.1	21	4.2	36	3.5	1	2.4	27	7.3	17	3.8	19	3.3	59	4.7	26	3.4
Total	1318	100.0	252	100.0	233	100.0	78	100.0	58	100.0	504	100.0	1027	100.0	39	100.0	368	100.0	440	100.0	575	100.0	1234	100.0	756	100.0

IBOPE Zogby Interactive Survey of Adults - 3/2/12 - 3/5/12 MOE +/- 2.2 Percentage Points

102. In thinking about how you find information online, which of the following statements best reflects your opinion?

	Total		Live									Attend services								Union						
	n		Lge City		Sm City		Suburbs		Rural		Weekly+		Weekly		1-2/Mo		Holidays		Rarely		Never		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
I feel that I am stuck with using a particular search engine	154	7.7	58	9.5	23	5.8	52	9.2	16	3.9	14	7.3	27	6.9	24	9.7	20	11.3	45	7.0	16	5.5	22	5.6	127	8.0
I feel that I can easily switch to a competing search engine	1742	86.8	523	85.6	353	87.8	486	85.8	369	89.6	165	87.8	336	87.2	215	85.2	152	84.9	548	86.3	263	89.9	349	87.8	1387	86.8
I don't use a search engine	25	1.2	7	1.1	4	1.1	4	.7	10	2.4	2	1.0	9	2.4	2	.7	2	1.0	10	1.5			8	2.0	17	1.0
Not sure	86	4.3	23	3.8	21	5.3	24	4.3	17	4.2	7	3.8	13	3.5	11	4.4	5	2.8	33	5.2	14	4.7	18	4.5	67	4.2
Total	2007	100.0	611	100.0	402	100.0	567	100.0	412	100.0	188	100.0	385	100.0	252	100.0	179	100.0	635	100.0	293	100.0	397	100.0	1598	100.0

	Status								Marital Status & Gender								Ideology Recoded						Child<17			
	Married		Single		D/W/S		Civil union		Married Male		Married Female		Other Male		Other Female		Liberal		Moderate		Conservative		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
I feel that I am stuck with using a particular search engine	64	5.5	30	7.1	49	16.5	4	4.5	35	6.0	28	4.9	45	12.2	39	8.7	37	6.7	36	7.7	74	8.0	34	6.8	116	7.8
I feel that I can easily switch to a competing search engine	1033	88.5	374	88.1	233	78.4	80	89.8	518	87.8	509	89.3	311	84.7	374	84.8	482	87.1	425	89.8	801	85.8	432	87.6	1283	86.6
I don't use a search engine	21	1.8			4	1.4			11	1.8	10	1.7	1	.4	3	.6	3	.6	3	.6	18	1.9	6	1.2	19	1.3
Not sure	50	4.2	20	4.7	11	3.7	5	5.7	26	4.3	23	4.0	10	2.7	26	5.9	31	5.6	9	1.9	40	4.3	21	4.3	64	4.3
Total	1167	100.0	424	100.0	297	100.0	90	100.0	589	100.0	570	100.0	367	100.0	441	100.0	553	100.0	473	100.0	934	100.0	494	100.0	1482	100.0

	Income										Investor Class				Residency								
	< \$25K		\$25-35K		\$35-50K		\$50-75K		\$75-100K		\$100+		Yes		No/NS		My city or town		America		The planet earth		
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f
I feel that I am stuck with using a particular search engine	14	7.5	23	14.6	25	9.9	26	7.0	8	2.5	38	9.4	55	8.1	93	7.3	39	8.4	83	7.5	29	7.7	
I feel that I can easily switch to a competing search engine	157	86.0	125	79.4	201	80.9	332	88.4	318	95.2	346	84.8	597	87.5	1111	86.7	398	85.7	966	87.9	321	84.4	
I don't use a search engine	0	.2	2	1.0	7	2.7	7	1.8	2	.6	5	1.2	10	1.4	15	1.2	4	.8	19	1.8	2	.4	
Not sure	12	6.3	8	5.0	16	6.5	11	2.9	6	1.7	19	4.6	20	3.0	62	4.8	23	5.0	31	2.9	28	7.5	
Total	183	100.0	158	100.0	248	100.0	376	100.0	334	100.0	408	100.0	682	100.0	1281	100.0	464	100.0	1100	100.0	380	100.0	

IBOPE Zogby Interactive Survey of Adults - 3/2/12 - 3/5/12 MOE +/- 2.2 Percentage Points

102. In thinking about how you find information online, which of the following statements best reflects your opinion?

	Total		Weekly		Few/Mo		Wal-Mart 1-2/yr		Never		Other		Armed forces Yes		No/NS		NASCAR fan Yes		No/NS		Valid Passport Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
I feel that I am stuck with using a particular search engine	154	7.7	26	8.5	38	6.4	48	6.9	36	10.3	0	1.4	30	7.2	119	7.5	27	9.3	122	7.2	87	7.6	63	7.7
I feel that I can easily switch to a competing search engine	1742	86.8	263	85.3	523	88.1	607	87.3	296	85.7	31	97.7	362	87.4	1371	86.9	247	85.9	1485	87.3	1001	87.9	700	85.2
I don't use a search engine	25	1.2	7	2.3	10	1.7	4	.6	3	.9			3	.7	22	1.4	5	1.7	19	1.1	10	.9	15	1.8
Not sure	86	4.3	12	3.9	22	3.8	37	5.3	11	3.0	0	.9	20	4.8	66	4.2	9	3.1	75	4.4	41	3.6	44	5.4
Total	2007	100.0	308	100.0	594	100.0	696	100.0	345	100.0	32	100.0	414	100.0	1577	100.0	287	100.0	1701	100.0	1138	100.0	822	100.0

IBOPE Zogby Interactive Survey of Adults - 3/2/12 - 3/5/12 MOE +/- 2.2 Percentage Points

103. Some websites argue that search engines don't treat them fairly in search results. Do you agree or disagree that the federal government should regulate the content and appearance of search engines and their results?

	Total		Region								Party						AgeGroup									
	n		East		South		Centr GrLks		West		Democratic		Republican		Independen t		NS		18-29		30-49		50-64		65+	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Strongly agree	61	3.0	6	1.4	26	5.0	24	4.0	5	1.1	23	3.1	10	1.5	28	4.9			18	4.2	22	3.0	15	3.1	5	1.5
Somewhat agree	185	9.2	30	6.9	50	9.7	47	7.8	58	13.2	107	14.0	35	5.4	43	7.7			19	4.3	79	11.1	58	11.6	29	8.6
Somewhat disagree	298	14.8	65	14.9	67	12.9	88	14.6	75	17.2	158	20.7	75	11.3	64	11.3	1	5.6	67	15.4	106	14.7	76	15.2	48	14.3
Strongly disagree	1286	64.1	287	65.5	334	64.4	392	65.6	266	60.7	361	47.3	514	77.7	393	69.8	19	94.4	316	72.2	458	64.1	297	59.7	202	59.6
Not sure	177	8.8	49	11.3	42	8.0	48	8.0	34	7.8	114	14.9	28	4.2	35	6.2			17	3.9	51	7.1	51	10.3	54	16.0
Total	2007	100.0	439	100.0	518	100.0	598	100.0	439	100.0	763	100.0	662	100.0	562	100.0	20	100.0	437	100.0	716	100.0	497	100.0	338	100.0

	Gender				AgeGroup-B										generation									
	Male		Female		18-24		25-34		35-54		55-69		70+		Pre 1926		Privates		Woodstocker s		Nikes		First Globals	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Strongly agree	20	2.1	41	4.0	16	13.8	18	4.3	12	1.6	13	2.5	1	.8			5	1.6	18	2.4	18	4.1	20	4.2
Somewhat agree	93	9.7	90	8.8	2	1.8	20	4.9	83	11.3	62	11.7	17	9.2			29	8.8	82	11.0	52	11.8	22	4.7
Somewhat disagree	149	15.5	145	14.2	13	11.6	66	15.6	113	15.3	78	14.8	27	14.4	1	18.6	47	14.2	104	14.0	71	16.1	74	15.8
Strongly disagree	648	67.4	622	61.0	83	72.8	295	70.3	471	63.7	321	60.4	103	55.9	1	13.6	201	60.5	462	62.1	276	62.5	333	71.6
Not sure	52	5.4	123	12.0			21	5.0	59	8.0	56	10.6	37	19.8	4	67.8	49	14.9	78	10.4	25	5.6	17	3.6
Total	961	100.0	1021	100.0	114	100.0	420	100.0	738	100.0	531	100.0	185	100.0	7	100.0	331	100.0	743	100.0	441	100.0	465	100.0

IBOPE Zogby Interactive Survey of Adults - 3/2/12 - 3/5/12 MOE +/- 2.2 Percentage Points

103. Some websites argue that search engines don't treat them fairly in search results. Do you agree or disagree that the federal government should regulate the content and appearance of search engines and their results?

	Total		Race										Religion						BornAgain				Education					
	n		White		Hisp		AfrAmer		Asian		Other		Catholic		Protestant		Jewish		Other/None		Yes		No/NS		No College Degree		College Degree+	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Strongly agree	61	3.0	21	1.6	7	2.8	14	6.2	16	20.8	2	3.5	7	1.3	30	2.9	16	40.8	8	2.2	13	2.9	15	2.7	44	3.6	17	2.2
Somewhat agree	185	9.2	87	6.6	45	17.8	36	15.7	5	6.7	7	11.6	55	10.9	65	6.3	3	7.0	59	15.9	24	5.6	41	7.1	110	8.9	75	10.0
Somewhat disagree	298	14.8	195	14.8	49	19.4	24	10.4	16	20.6	10	17.1	79	15.8	147	14.3	6	16.8	61	16.5	58	13.1	90	15.6	142	11.5	156	20.6
Strongly disagree	1286	64.1	912	69.2	118	46.8	128	55.2	37	47.3	39	66.5	306	60.8	719	70.0	10	25.0	195	53.0	321	73.1	386	67.2	821	66.5	452	59.7
Not sure	177	8.8	103	7.8	33	13.2	29	12.6	4	4.6	1	1.3	56	11.2	66	6.5	4	10.4	46	12.4	23	5.3	43	7.5	117	9.5	56	7.5
Total	2007	100.0	1318	100.0	252	100.0	233	100.0	78	100.0	58	100.0	504	100.0	1027	100.0	39	100.0	368	100.0	440	100.0	575	100.0	1234	100.0	756	100.0

	Live										Attend services								Union					
	Lge City		Sm City		Suburbs		Rural		Weekly+		Weekly		1-2/Mo		Holidays		Rarely		Never		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Strongly agree	23	3.8	8	1.9	9	1.5	21	5.1	7	3.5	27	6.9	3	1.1	13	7.1	9	1.4	3	1.0	18	4.4	43	2.7
Somewhat agree	95	15.6	14	3.4	52	9.1	23	5.7	10	5.3	36	9.4	29	11.3	15	8.3	50	7.9	44	15.0	59	14.7	127	7.9
Somewhat disagree	118	19.2	55	13.6	65	11.4	56	13.7	30	16.1	63	16.3	31	12.5	13	7.4	117	18.5	39	13.4	47	11.7	251	15.7
Strongly disagree	329	53.8	303	75.4	364	64.2	282	68.4	132	69.9	230	59.6	174	69.0	125	69.5	390	61.4	172	58.8	242	61.0	1034	64.7
Not sure	46	7.6	23	5.7	77	13.6	29	7.1	10	5.1	30	7.7	15	6.0	14	7.8	68	10.8	34	11.7	32	8.1	143	8.9
Total	611	100.0	402	100.0	567	100.0	412	100.0	188	100.0	385	100.0	252	100.0	179	100.0	635	100.0	293	100.0	397	100.0	1598	100.0

IBOPE Zogby Interactive Survey of Adults - 3/2/12 - 3/5/12 MOE +/- 2.2 Percentage Points

103. Some websites argue that search engines don't treat them fairly in search results. Do you agree or disagree that the federal government should regulate the content and appearance of search engines and their results?

	Total		Status								Marital Status & Gender								Ideology Recoded						Child<17			
	n		Married		Single		D/W/S		Civil union		Married Male		Married Female		Other Male		Other Female		Liberal		Moderate		Conservative		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Strongly agree	61	3.0	34	2.9	4	1.0	2	.8	19	21.7	12	2.1	22	3.9	8	2.1	18	4.2	21	3.8	7	1.5	32	3.5	10	2.0	51	3.4
Somewhat agree	185	9.2	96	8.2	39	9.1	44	14.8	7	7.3	58	9.8	38	6.6	35	9.6	52	11.7	97	17.4	43	9.1	45	4.8	49	10.0	136	9.2
Somewhat disagree	298	14.8	162	13.9	79	18.6	47	15.9	9	10.3	84	14.2	74	13.0	65	17.6	71	16.1	107	19.3	87	18.3	99	10.6	56	11.3	242	16.3
Strongly disagree	1286	64.1	769	65.9	282	66.4	164	55.2	46	51.6	406	68.9	360	63.2	238	64.8	254	57.6	248	44.8	287	60.6	720	77.1	339	68.7	920	62.1
Not sure	177	8.8	106	9.1	21	4.9	40	13.3	8	9.2	30	5.0	75	13.2	22	5.9	46	10.5	81	14.7	50	10.5	38	4.1	39	7.9	134	9.0
Total	2007	100.0	1167	100.0	424	100.0	297	100.0	90	100.0	589	100.0	570	100.0	367	100.0	441	100.0	553	100.0	473	100.0	934	100.0	494	100.0	1482	100.0

	Income												Investor Class				Residency					
	< \$25K		\$25-35K		\$35-50K		\$50-75K		\$75-100K		\$100+		Yes		No/NS		My city or town		America		The planet earth	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Strongly agree	18	9.7	2	1.1	13	5.4	3	.8	10	3.0	8	2.0	15	2.2	46	3.6	7	1.4	31	2.8	21	5.6
Somewhat agree	12	6.7	19	12.1	33	13.5	28	7.4	22	6.6	40	9.8	50	7.4	132	10.3	34	7.4	92	8.3	51	13.3
Somewhat disagree	20	10.8	19	12.3	51	20.5	65	17.3	55	16.4	72	17.7	109	16.0	188	14.7	85	18.3	130	11.9	75	19.7
Strongly disagree	112	61.5	101	64.1	127	51.1	243	64.7	229	68.6	252	61.7	462	67.7	791	61.8	299	64.3	773	70.3	177	46.6
Not sure	21	11.3	16	10.4	24	9.5	37	9.8	18	5.4	36	8.8	45	6.7	124	9.7	40	8.6	74	6.7	56	14.8
Total	183	100.0	158	100.0	248	100.0	376	100.0	334	100.0	408	100.0	682	100.0	1281	100.0	464	100.0	1100	100.0	380	100.0

IBOPE Zogby Interactive Survey of Adults - 3/2/12 - 3/5/12 MOE +/- 2.2 Percentage Points

103. Some websites argue that search engines don't treat them fairly in search results. Do you agree or disagree that the federal government should regulate the content and appearance of search engines and their results?

	Total n		Weekly		Few/Mo		Wal-Mart 1-2/yr		Never		Other		Armed forces		NASCAR fan		Valid Passport							
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%		
Strongly agree	61	3.0	24	7.7	27	4.6	5	.8	5	1.3	0	.7	9	2.1	52	3.3	8	2.9	50	3.0	16	1.4	44	5.4
Somewhat agree	185	9.2	19	6.3	48	8.1	63	9.1	52	15.1	1	2.7	39	9.5	146	9.3	24	8.2	162	9.5	99	8.7	81	9.9
Somewhat disagree	298	14.8	44	14.3	71	12.0	118	16.9	56	16.1	8	26.5	36	8.6	262	16.6	37	12.8	261	15.3	177	15.6	119	14.5
Strongly disagree	1286	64.1	204	66.3	406	68.4	440	63.3	196	56.9	12	38.1	309	74.7	965	61.2	194	67.5	1077	63.3	751	66.0	497	60.5
Not sure	177	8.8	17	5.4	41	6.9	69	9.9	37	10.6	10	32.1	21	5.1	152	9.7	25	8.6	151	8.9	94	8.3	80	9.7
Total	2007	100.0	308	100.0	594	100.0	696	100.0	345	100.0	32	100.0	414	100.0	1577	100.0	287	100.0	1701	100.0	1138	100.0	822	100.0

IBOPE Zogby Interactive Survey of Adults - 3/2/12 - 3/5/12 MOE +/- 2.2 Percentage Points

104. Some people argue that more enforcement of federal antitrust laws will make the Internet more competitive and responsive to consumers, while others contend such regulation would reduce consumer choice and discourage innovation. Based on what you know about government laws and the Internet, which statement do you believe is most true?

	Total		Region								Party						AgeGroup									
	n		East		South		Centr GrLks		West		Democratic		Republican		Independen t		NS		18-29		30-49		50-64		65+	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
More government involvement and regulation will make the Internet better for consumers	157	7.8	30	6.9	52	10.0	32	5.4	43	9.7	119	15.6	12	1.9	25	4.4			28	6.4	58	8.1	40	8.0	30	8.9
More government involvement and regulation will make the Internet worse for consumers	1528	76.1	332	75.7	413	79.7	463	77.4	313	71.4	427	56.0	619	93.5	467	83.1	14	71.7	356	81.4	556	77.6	366	73.7	235	69.7
Not sure	322	16.1	77	17.4	54	10.4	103	17.2	83	18.9	216	28.4	31	4.6	70	12.4	6	28.3	53	12.2	102	14.2	91	18.2	72	21.4
Total	2007	100.0	439	100.0	518	100.0	598	100.0	439	100.0	763	100.0	662	100.0	562	100.0	20	100.0	437	100.0	716	100.0	497	100.0	338	100.0

	Gender				AgeGroup-B										generation									
	Male		Female		18-24		25-34		35-54		55-69		70+		Pre 1926		Privates		Woodstocker s		Nikes		First Globals	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
More government involvement and regulation will make the Internet better for consumers	87	9.0	70	6.8	7	6.4	33	7.8	58	7.8	41	7.8	17	9.4	1	14.3	29	8.8	51	6.9	43	9.6	33	7.1
More government involvement and regulation will make the Internet worse for consumers	745	77.5	762	74.6	107	93.6	316	75.3	577	78.2	390	73.5	123	66.7	2	25.8	234	70.5	566	76.1	341	77.3	371	79.8
Not sure	130	13.5	189	18.5			71	16.9	103	14.0	99	18.7	44	24.0	4	59.8	68	20.6	127	17.0	58	13.1	61	13.2
Total	961	100.0	1021	100.0	114	100.0	420	100.0	738	100.0	531	100.0	185	100.0	7	100.0	331	100.0	743	100.0	441	100.0	465	100.0

IBOPE Zogby Interactive Survey of Adults - 3/2/12 - 3/5/12 MOE +/- 2.2 Percentage Points

	Race										Religion								BornAgain				Education			
	White		Hisp		AfrAmer		Asian		Other		Catholic		Protestant		Jewish		Other/None		Yes		No/NS		No College Degree		College Degree+	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
More government involvement and regulation will make the Internet better for consumers	86	6.5	34	13.6	25	10.7	8	9.9	3	5.0	38	7.5	70	6.8	8	20.8	39	10.5	20	4.6	49	8.6	57	4.6	100	13.2
More government involvement and regulation will make the Internet worse for consumers	1027	77.9	174	69.2	155	66.8	62	79.9	53	91.3	357	70.9	850	82.8	23	60.0	237	64.3	388	88.2	449	78.2	979	79.3	536	70.9
Not sure	205	15.5	43	17.3	52	22.5	8	10.2	2	3.7	109	21.6	107	10.4	7	19.2	93	25.1	32	7.2	76	13.2	198	16.1	120	15.9
Total	1318	100.0	252	100.0	233	100.0	78	100.0	58	100.0	504	100.0	1027	100.0	39	100.0	368	100.0	440	100.0	575	100.0	1234	100.0	756	100.0

IBOPE Zogby Interactive Survey of Adults - 3/2/12 - 3/5/12 MOE +/- 2.2 Percentage Points

104. Some people argue that more enforcement of federal antitrust laws will make the Internet more competitive and responsive to consumers, while others contend such regulation would reduce consumer choice and discourage innovation. Based on what you know about government laws and the Internet, which statement do you believe is most true?

	Total		Live								Attend services								Union							
	n		Lge City		Sm City		Suburbs		Rural		Weekly+		Weekly		1-2/Mo		Holidays		Rarely		Never		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
More government involvement and regulation will make the Internet better for consumers	157	7.8	70	11.4	21	5.2	49	8.6	12	2.9	11	5.7	39	10.0	4	1.6	16	9.2	58	9.2	27	9.4	42	10.5	115	7.2
More government involvement and regulation will make the Internet worse for consumers	1528	76.1	419	68.5	340	84.6	411	72.5	348	84.5	152	80.5	307	79.6	214	85.0	143	79.7	453	71.3	193	65.8	276	69.4	1243	77.8
Not sure	322	16.1	122	20.0	41	10.1	107	18.8	52	12.6	26	13.8	40	10.4	34	13.4	20	11.1	124	19.5	73	24.8	80	20.0	241	15.1
Total	2007	100.0	611	100.0	402	100.0	567	100.0	412	100.0	188	100.0	385	100.0	252	100.0	179	100.0	635	100.0	293	100.0	397	100.0	1598	100.0

	Status						Marital Status & Gender						Ideology Recoded						Child<17							
	Married		Single		D/W/S		Civil union		Married Male		Married Female		Other Male		Other Female		Liberal		Moderate		Conservative		Yes		No/NS	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
More government involvement and regulation will make the Internet better for consumers	83	7.1	44	10.3	22	7.4	7	7.3	52	8.8	31	5.5	34	9.4	38	8.6	104	18.8	42	8.9	10	1.0	31	6.3	126	8.5
More government involvement and regulation will make the Internet worse for consumers	908	77.8	313	73.8	209	70.3	73	81.8	475	80.5	426	74.8	266	72.5	328	74.2	284	51.4	346	73.2	866	92.8	391	79.1	1117	75.4
Not sure	176	15.1	67	15.9	66	22.3	10	10.9	63	10.7	112	19.7	67	18.1	76	17.2	165	29.8	85	17.9	58	6.2	72	14.6	239	16.1
Total	1167	100.0	424	100.0	297	100.0	90	100.0	589	100.0	570	100.0	367	100.0	441	100.0	553	100.0	473	100.0	934	100.0	494	100.0	1482	100.0

	Income										Investor Class				Residency							
	< \$25K		\$25-35K		\$35-50K		\$50-75K		\$75-100K		\$100+		Yes		No/NS		My city or town		America		The planet earth	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
More government involvement and regulation will make the Internet better for consumers	13	7.1	8	4.9	14	5.6	41	11.0	29	8.6	46	11.2	61	8.9	95	7.4	38	8.1	64	5.9	50	13.0
More government involvement and regulation will make the Internet worse for consumers	143	78.2	126	79.7	178	71.7	278	74.0	267	80.0	304	74.7	541	79.3	951	74.2	353	75.9	918	83.5	223	58.7
Not sure	27	14.7	24	15.4	56	22.6	56	15.0	38	11.3	58	14.2	81	11.8	235	18.4	74	16.0	117	10.7	108	28.3
Total	183	100.0	158	100.0	248	100.0	376	100.0	334	100.0	408	100.0	682	100.0	1281	100.0	464	100.0	1100	100.0	380	100.0

IBOPE Zogby Interactive Survey of Adults - 3/2/12 - 3/5/12 MOE +/- 2.2 Percentage Points

104. Some people argue that more enforcement of federal antitrust laws will make the Internet more competitive and responsive to consumers, while others contend such regulation would reduce consumer choice and discourage innovation. Based on what you know about government laws and the Internet, which statement do you believe is most true?

	Total		Weekly		Few/Mo		Wal-Mart 1-2/yr		Never		Other		Armed forces Yes		No/NS		NASCAR fan Yes		No/NS		Valid Passport Yes		No/NS	
	n	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
More government involvement and regulation will make the Internet better for consumers	157	7.8	16	5.2	36	6.1	47	6.7	50	14.5	6	20.4	17	4.1	140	8.8	12	4.1	145	8.5	113	9.9	43	5.3
More government involvement and regulation will make the Internet worse for consumers	1528	76.1	281	91.3	477	80.3	526	75.6	201	58.4	15	47.4	335	80.8	1181	74.9	234	81.5	1276	75.0	873	76.7	617	75.0
Not sure	322	16.1	11	3.5	81	13.6	123	17.7	94	27.1	10	32.2	62	15.1	256	16.2	41	14.4	281	16.5	153	13.4	162	19.7
Total	2007	100.0	308	100.0	594	100.0	696	100.0	345	100.0	32	100.0	414	100.0	1577	100.0	287	100.0	1701	100.0	1138	100.0	822	100.0