



625 adults interviewed nationwide from May 23-24, 2011 by Mason-Dixon Polling & Research, Inc. The margin for error is $\pm 4\%$.

QUESTION: Are you a member of a social network such as Facebook, Twitter, MySpace or other?

	<u>NATION</u>	<u>MEN</u>	<u>WOMEN</u>	<u>18-34</u>	<u>35-59</u>	<u>60+</u>
YES	72%	68%	75%	91%	75%	39%
NO	28%	32%	25%	9%	25%	61%

QUESTION: Last month, tornadoes ravaged towns in Alabama and across the Southeastern United States. Immediately following the storms, many of those affected used social media platforms such as Facebook and Twitter to let their friends and loved ones know they were okay. If you and your family were to experience a natural disaster today, would you use social media to communicate with your friends and loved ones?

	<u>NATION</u>	<u>MEN</u>	<u>WOMEN</u>	<u>18-34</u>	<u>35-59</u>	<u>60+</u>
YES	45%	39%	51%	63%	44%	21%
NO	31%	32%	29%	21%	25%	57%
DEPENDS	24%	29%	20%	16%	31%	22%

QUESTION: Of the following communications platforms, which do you think is the most effective way to quickly communicate with a family or a loved one following a disaster:

CELL PHONE	30%
HOME TELEPHONE	21%
TEXT MESSAGING	8%
FACEBOOK	5%
TWITTER	3%
NOT SURE/WHATEVER AVAILABLE (NOT READ)	33%