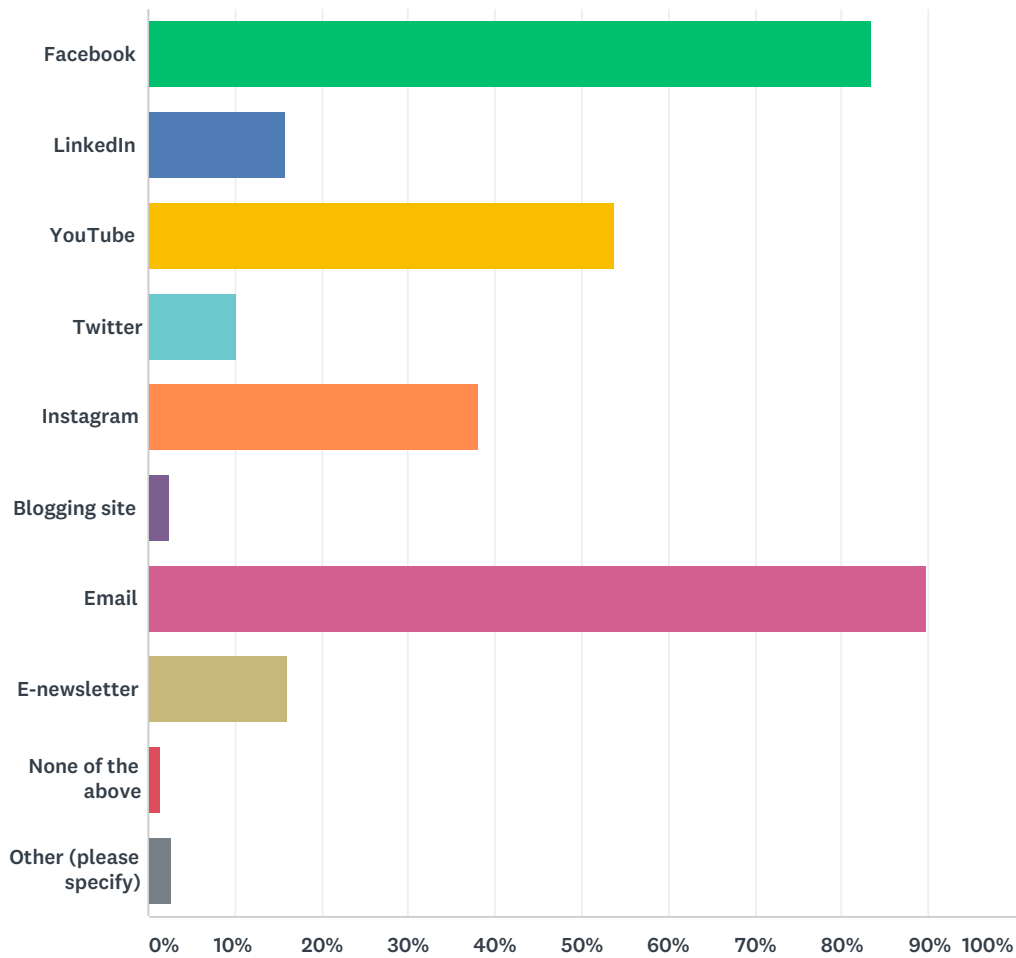


Q1 In the past month, which of the following have you used or visited? (Select all that apply.)

Answered: 4,797 Skipped: 82

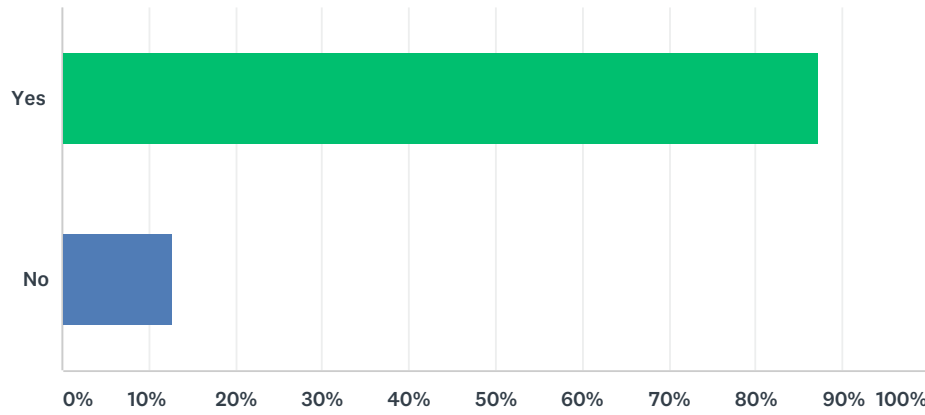


| ANSWER CHOICES | RESPONSES | |
|------------------------|-----------|-------|
| Facebook | 83.49% | 4,005 |
| LinkedIn | 15.99% | 767 |
| YouTube | 53.87% | 2,584 |
| Twitter | 10.15% | 487 |
| Instagram | 38.04% | 1,825 |
| Blogging site | 2.56% | 123 |
| Email | 89.81% | 4,308 |
| E-newsletter | 16.20% | 777 |
| None of the above | 1.50% | 72 |
| Other (please specify) | 2.69% | 129 |

Total Respondents: 4,797

Q2 Do you currently have a Facebook account?

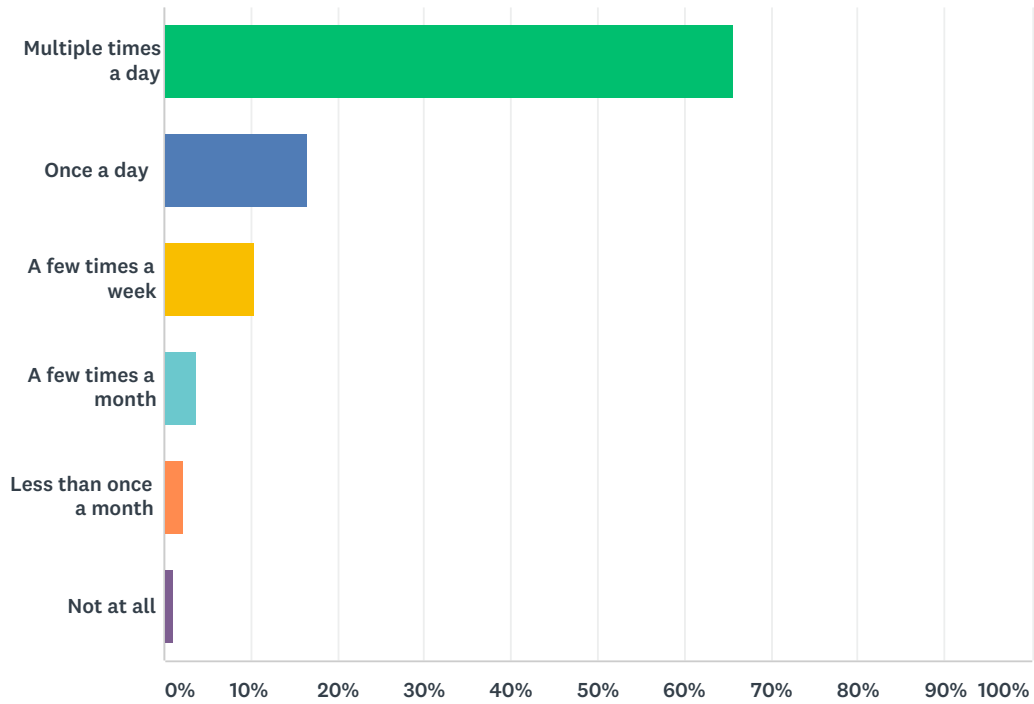
Answered: 4,771 Skipped: 108



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-------|
| Yes | 87.19% | 4,160 |
| No | 12.81% | 611 |
| TOTAL | | 4,771 |

Q3 About how often do you view or access Facebook?

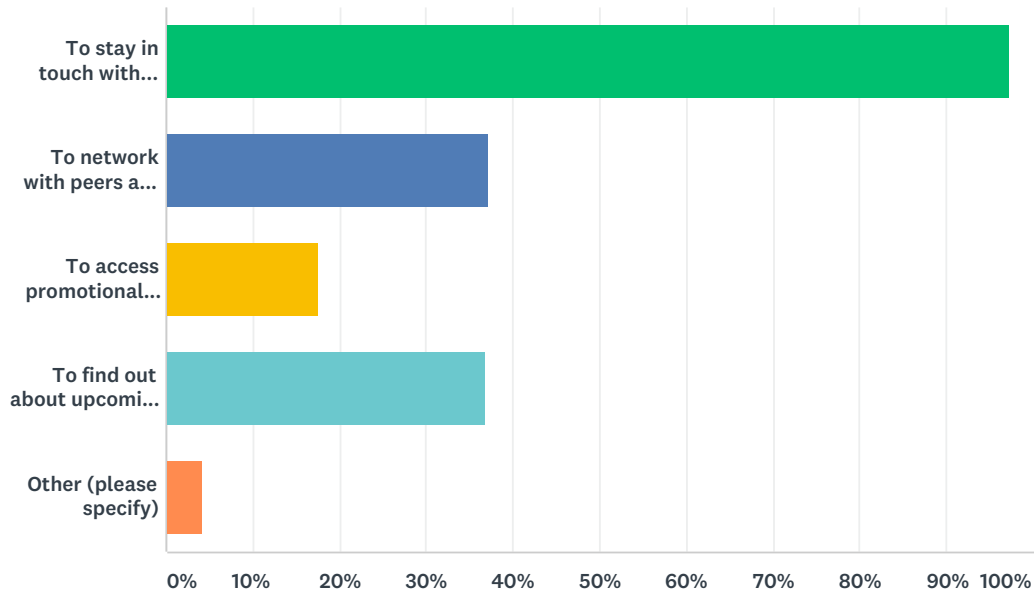
Answered: 4,157 Skipped: 722



| ANSWER CHOICES | RESPONSES | |
|------------------------|-----------|--------------|
| Multiple times a day | 65.79% | 2,735 |
| Once a day | 16.53% | 687 |
| A few times a week | 10.51% | 437 |
| A few times a month | 3.78% | 157 |
| Less than once a month | 2.26% | 94 |
| Not at all | 1.13% | 47 |
| TOTAL | | 4,157 |

Q4 In what ways do you use Facebook? (Select all that apply.)

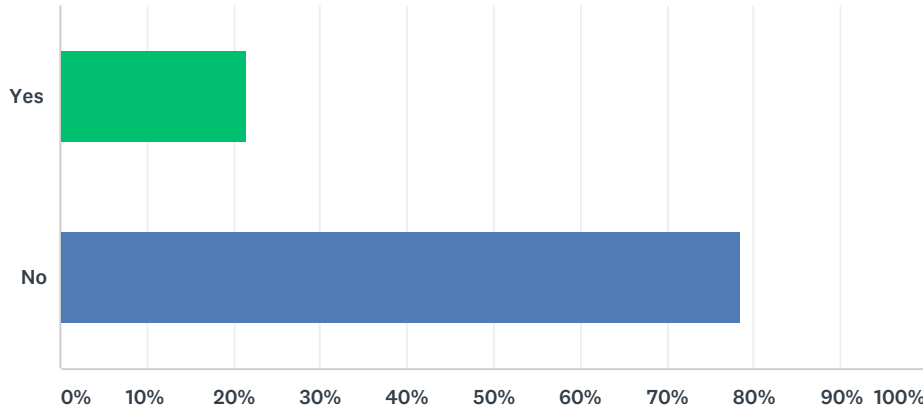
Answered: 4,081 Skipped: 798



| ANSWER CHOICES | RESPONSES | |
|---|-----------|-------|
| To stay in touch with friends and family | 97.35% | 3,973 |
| To network with peers and colleagues | 37.20% | 1,518 |
| To access promotional offers from companies | 17.64% | 720 |
| To find out about upcoming meetings, conferences, or other events | 36.88% | 1,505 |
| Other (please specify) | 4.17% | 170 |
| Total Respondents: 4,081 | | |

Q5 Do you currently have a Twitter account?

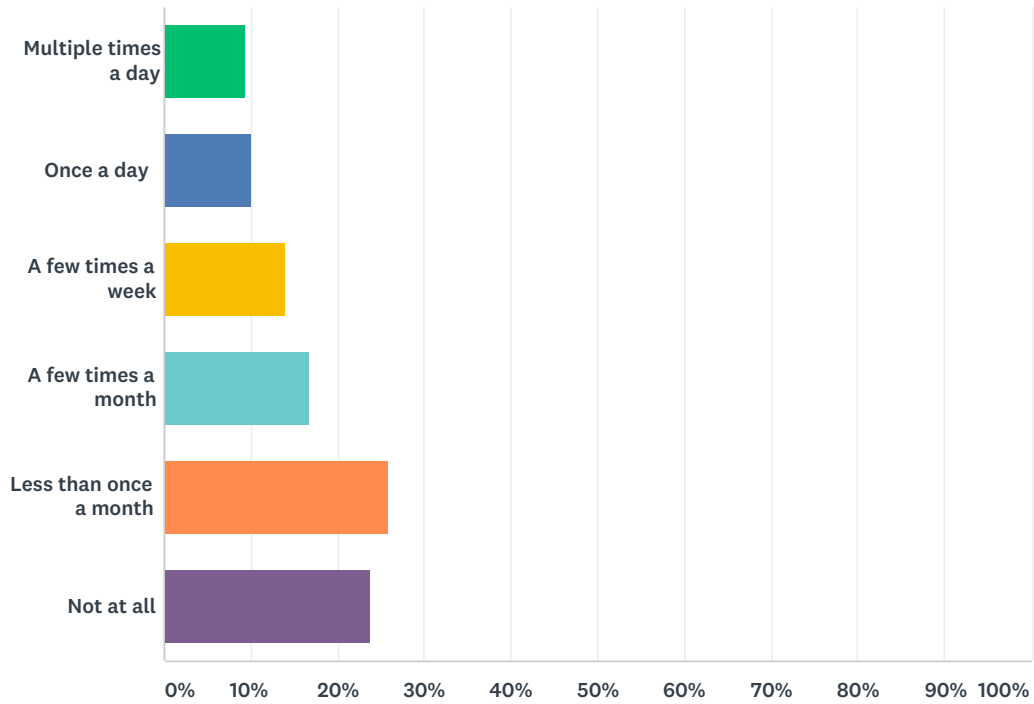
Answered: 4,732 Skipped: 147



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-------|
| Yes | 21.64% | 1,024 |
| No | 78.36% | 3,708 |
| TOTAL | | 4,732 |

Q6 About how often do you view or access Twitter?

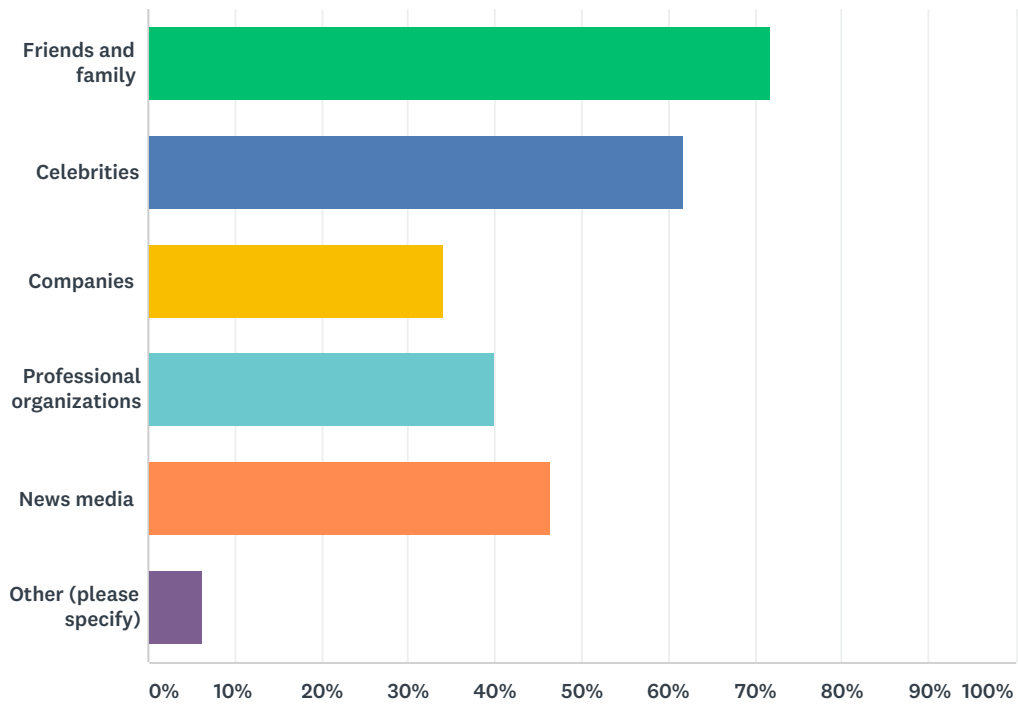
Answered: 1,041 Skipped: 3,838



| ANSWER CHOICES | RESPONSES | |
|------------------------|-----------|--------------|
| Multiple times a day | 9.41% | 98 |
| Once a day | 9.99% | 104 |
| A few times a week | 14.12% | 147 |
| A few times a month | 16.71% | 174 |
| Less than once a month | 25.94% | 270 |
| Not at all | 23.82% | 248 |
| TOTAL | | 1,041 |

Q7 What types of accounts do you follow on Twitter? (Select all that apply.)

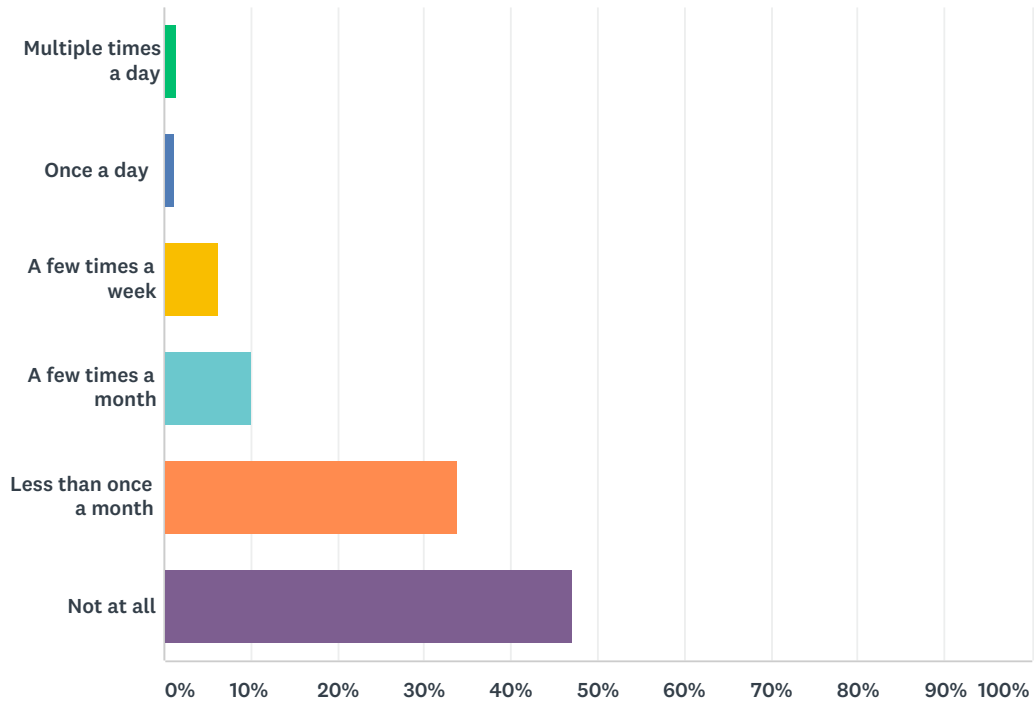
Answered: 783 Skipped: 4,096



| ANSWER CHOICES | RESPONSES |
|----------------------------|------------|
| Friends and family | 71.78% 562 |
| Celebrities | 61.81% 484 |
| Companies | 34.10% 267 |
| Professional organizations | 39.97% 313 |
| News media | 46.49% 364 |
| Other (please specify) | 6.26% 49 |
| Total Respondents: 783 | |

Q8 About how often do you tweet?

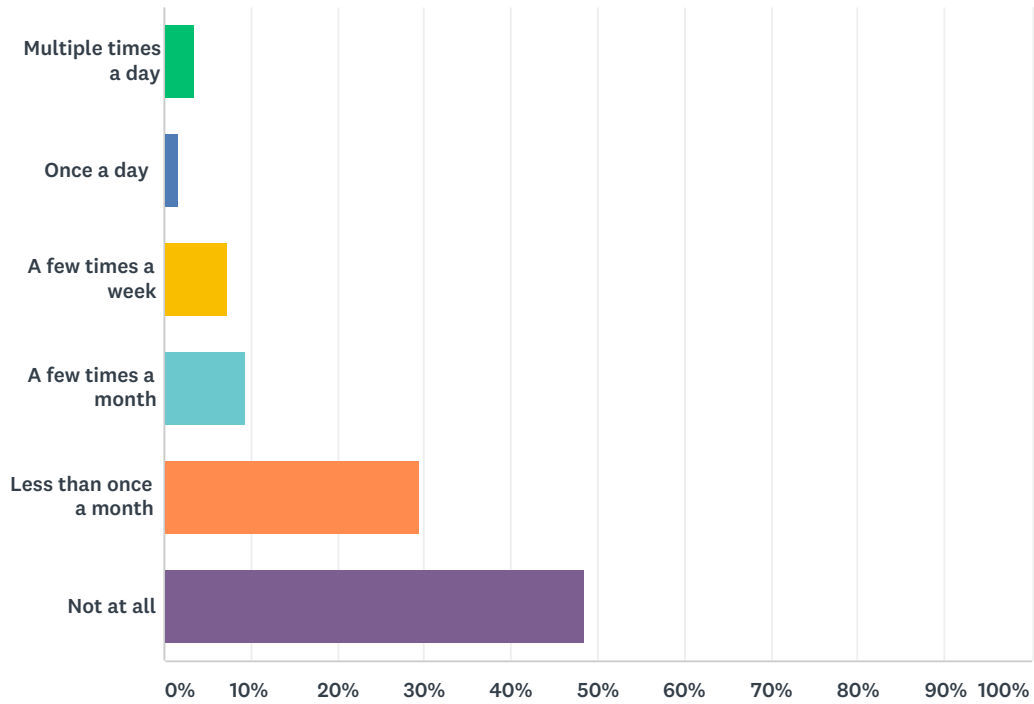
Answered: 789 Skipped: 4,090



| ANSWER CHOICES | RESPONSES | |
|------------------------|-----------|------------|
| Multiple times a day | 1.52% | 12 |
| Once a day | 1.27% | 10 |
| A few times a week | 6.21% | 49 |
| A few times a month | 10.01% | 79 |
| Less than once a month | 33.97% | 268 |
| Not at all | 47.02% | 371 |
| TOTAL | | 789 |

Q9 About how often do you retweet others' posts?

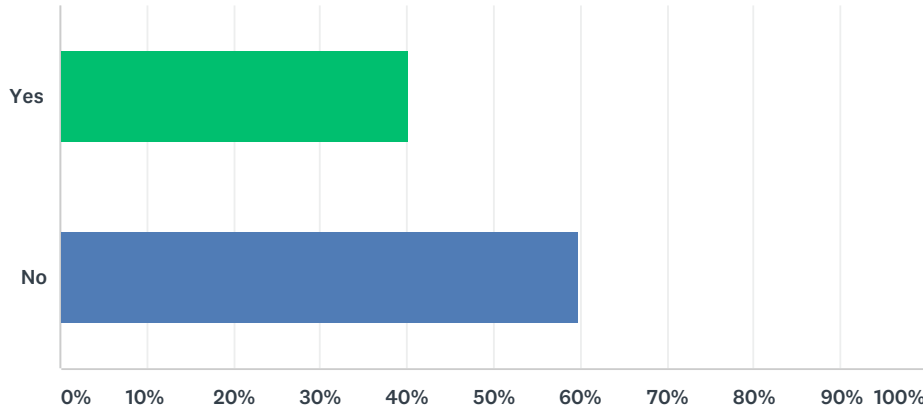
Answered: 788 Skipped: 4,091



| ANSWER CHOICES | RESPONSES | |
|------------------------|-----------|------------|
| Multiple times a day | 3.55% | 28 |
| Once a day | 1.78% | 14 |
| A few times a week | 7.23% | 57 |
| A few times a month | 9.39% | 74 |
| Less than once a month | 29.44% | 232 |
| Not at all | 48.60% | 383 |
| TOTAL | | 788 |

Q10 Do you currently have a LinkedIn account?

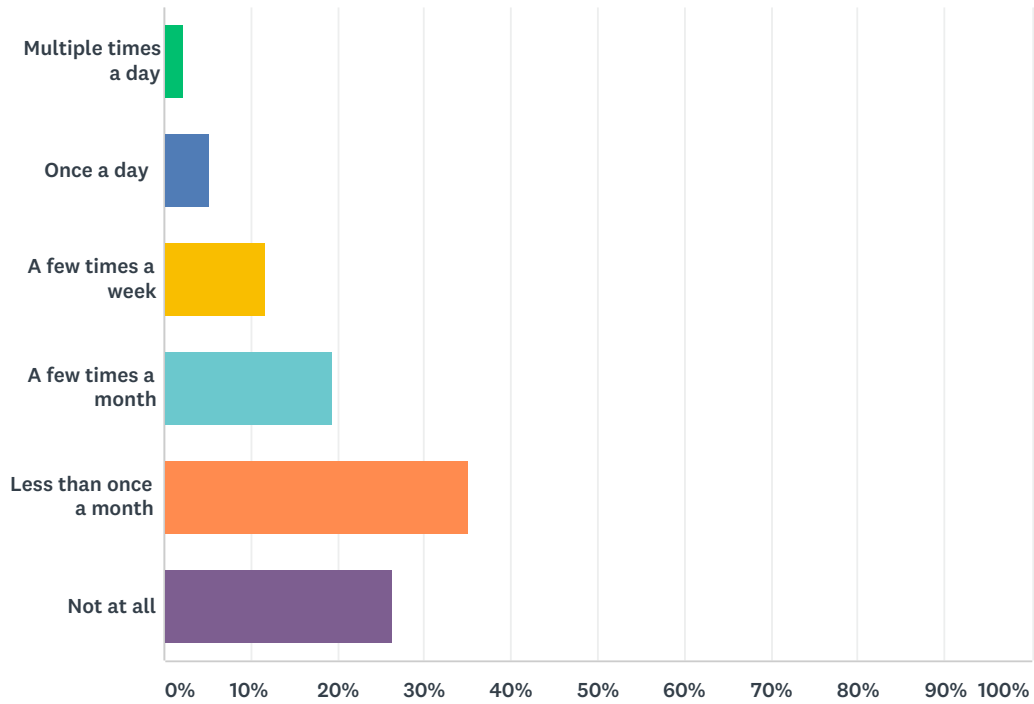
Answered: 4,689 Skipped: 190



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-------|
| Yes | 40.09% | 1,880 |
| No | 59.91% | 2,809 |
| TOTAL | | 4,689 |

Q11 About how often do you view or access LinkedIn?

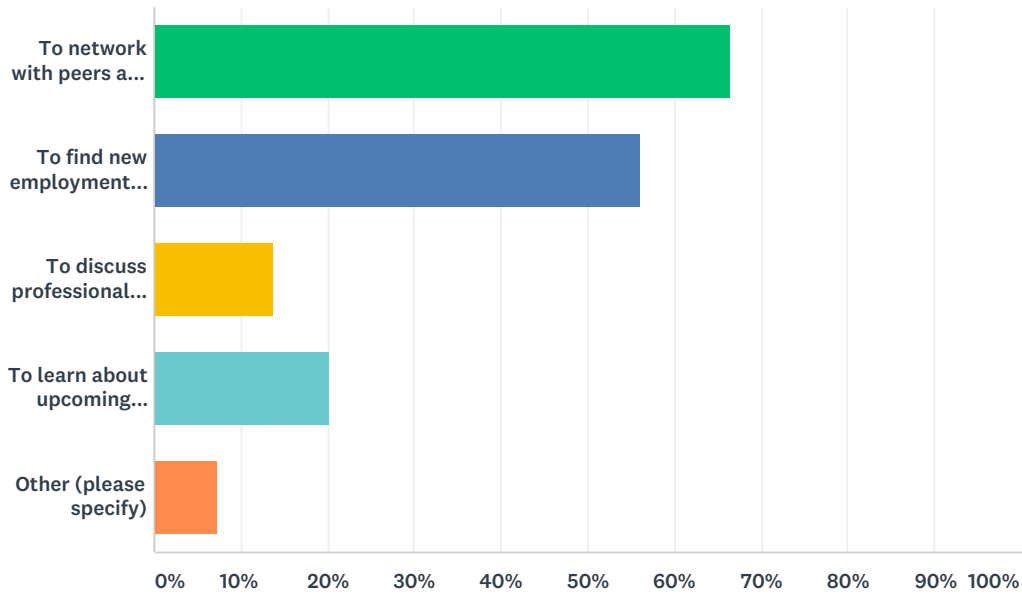
Answered: 1,930 Skipped: 2,949



| ANSWER CHOICES | RESPONSES | |
|------------------------|-----------|--------------|
| Multiple times a day | 2.23% | 43 |
| Once a day | 5.13% | 99 |
| A few times a week | 11.76% | 227 |
| A few times a month | 19.43% | 375 |
| Less than once a month | 35.18% | 679 |
| Not at all | 26.27% | 507 |
| TOTAL | | 1,930 |

Q12 How do you primarily use LinkedIn? (Select all that apply.)

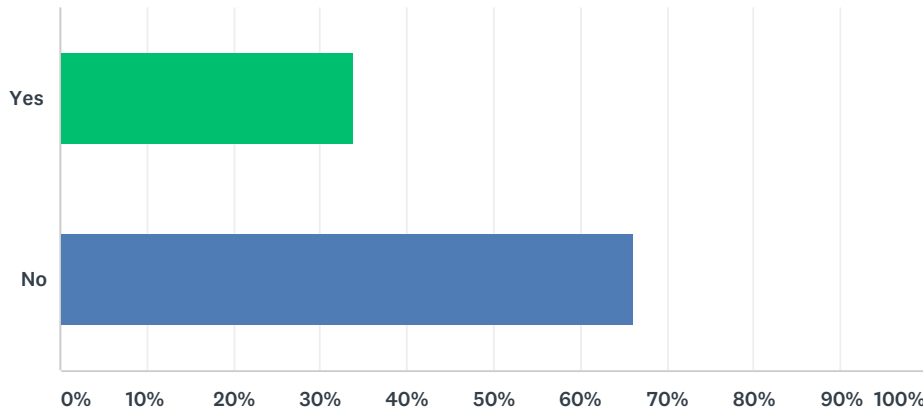
Answered: 1,389 Skipped: 3,490



| ANSWER CHOICES | RESPONSES | |
|--|-----------|-----|
| To network with peers and colleagues | 66.59% | 925 |
| To find new employment opportunities | 56.08% | 779 |
| To discuss professional issues | 13.82% | 192 |
| To learn about upcoming conferences, meetings, or other events | 20.37% | 283 |
| Other (please specify) | 7.42% | 103 |
| Total Respondents: 1,389 | | |

Q13 Do you currently have a YouTube account?

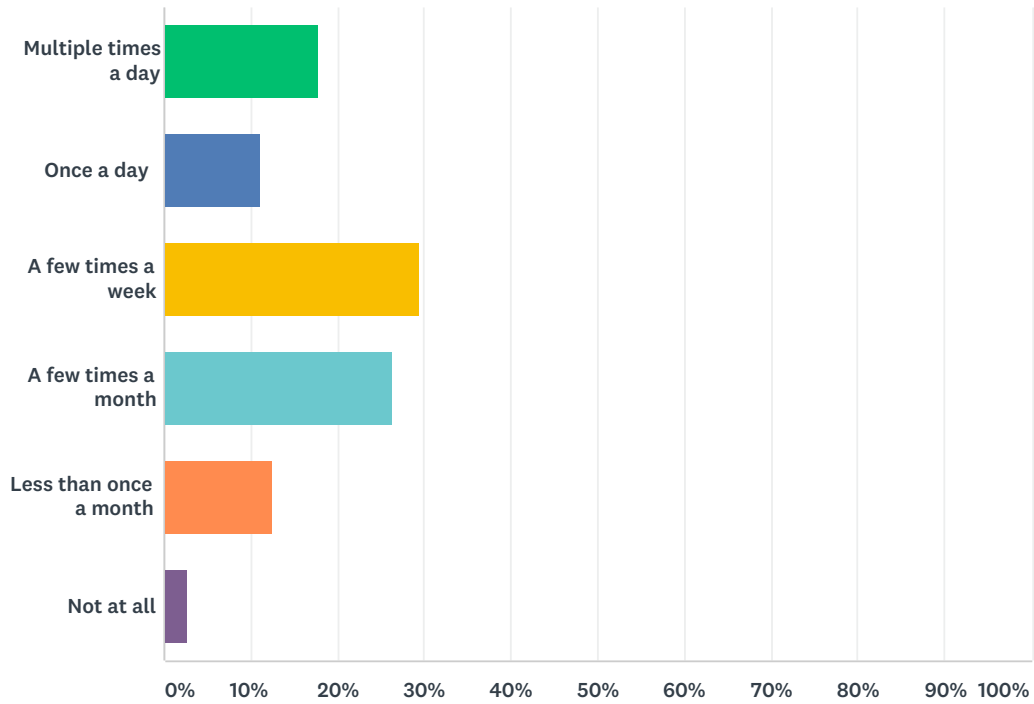
Answered: 4,692 Skipped: 187



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-------|
| Yes | 33.95% | 1,593 |
| No | 66.05% | 3,099 |
| TOTAL | | 4,692 |

Q14 About how often do you view or access YouTube?

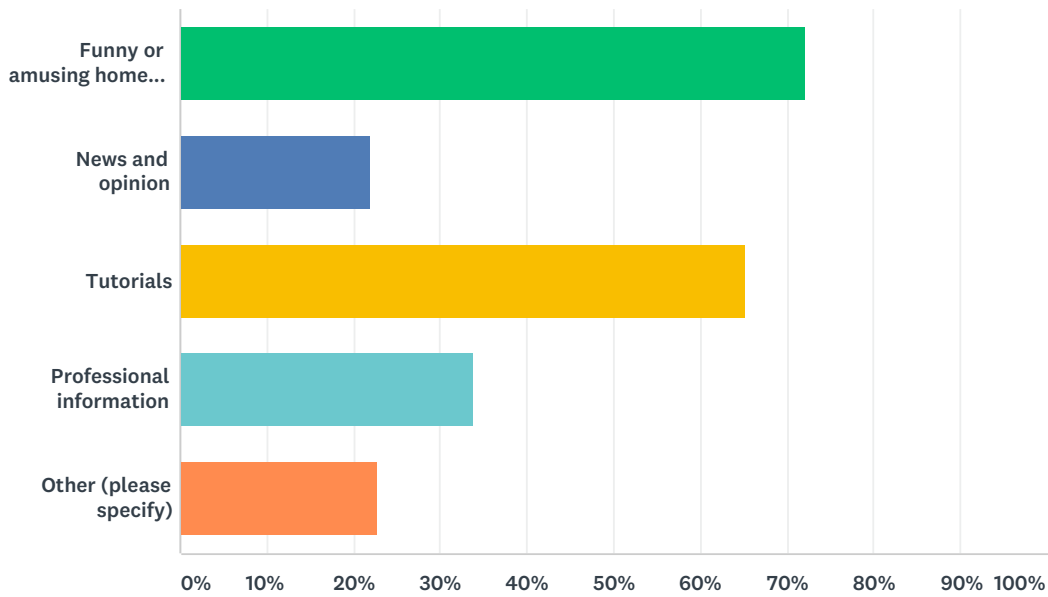
Answered: 1,627 Skipped: 3,252



| ANSWER CHOICES | RESPONSES | |
|------------------------|-----------|--------------|
| Multiple times a day | 17.89% | 291 |
| Once a day | 11.12% | 181 |
| A few times a week | 29.50% | 480 |
| A few times a month | 26.31% | 428 |
| Less than once a month | 12.54% | 204 |
| Not at all | 2.64% | 43 |
| TOTAL | | 1,627 |

Q15 What types of videos do you view on YouTube? (Select all that apply.)

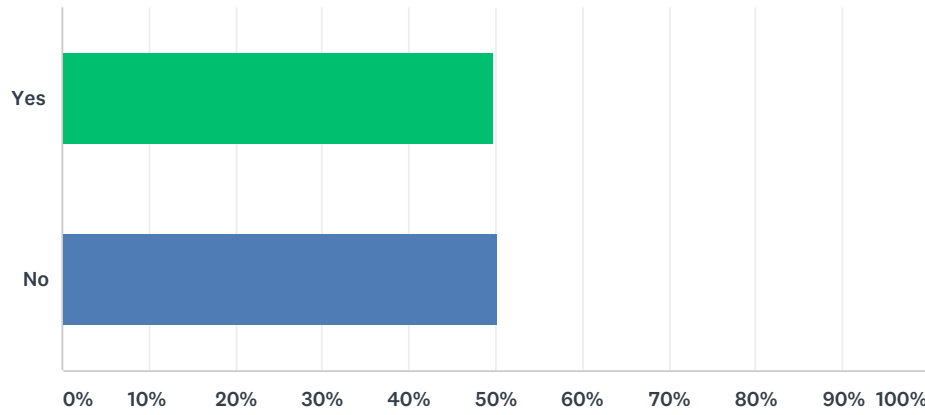
Answered: 1,574 Skipped: 3,305



| ANSWER CHOICES | RESPONSES | |
|---|-----------|-------|
| Funny or amusing home videos, clips from TV shows, etc. | 72.11% | 1,135 |
| News and opinion | 22.05% | 347 |
| Tutorials | 65.31% | 1,028 |
| Professional information | 33.99% | 535 |
| Other (please specify) | 22.81% | 359 |
| Total Respondents: 1,574 | | |

Q16 Are you currently subscribed to any YouTube channels?

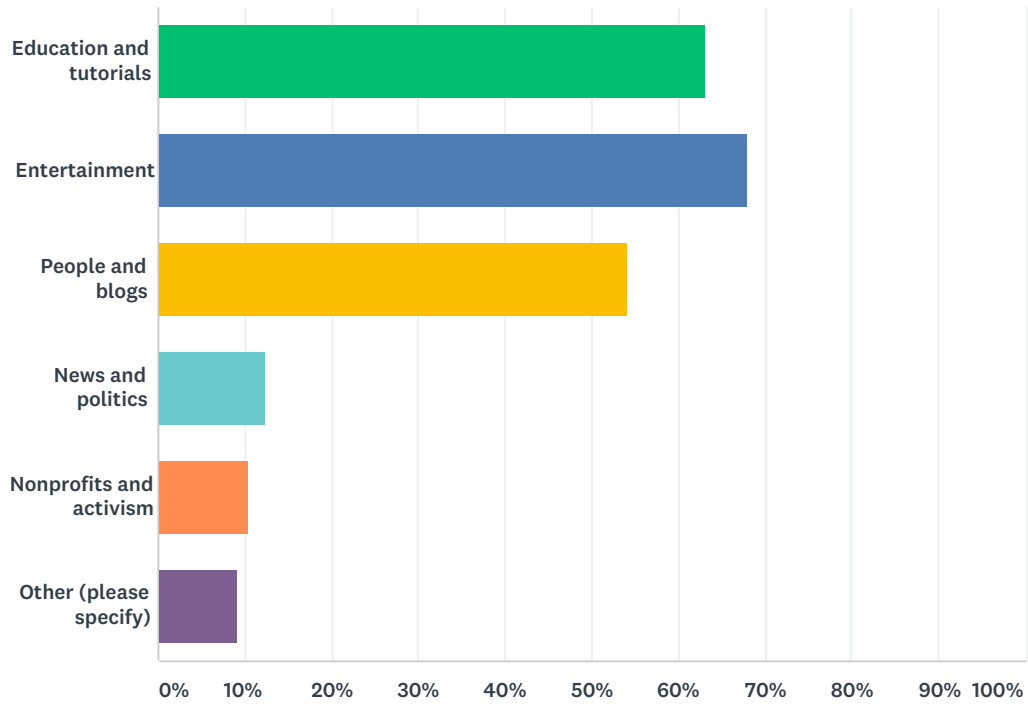
Answered: 1,573 Skipped: 3,306



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-------|
| Yes | 49.84% | 784 |
| No | 50.16% | 789 |
| TOTAL | | 1,573 |

Q17 What types of YouTube channels are you currently subscribed to?

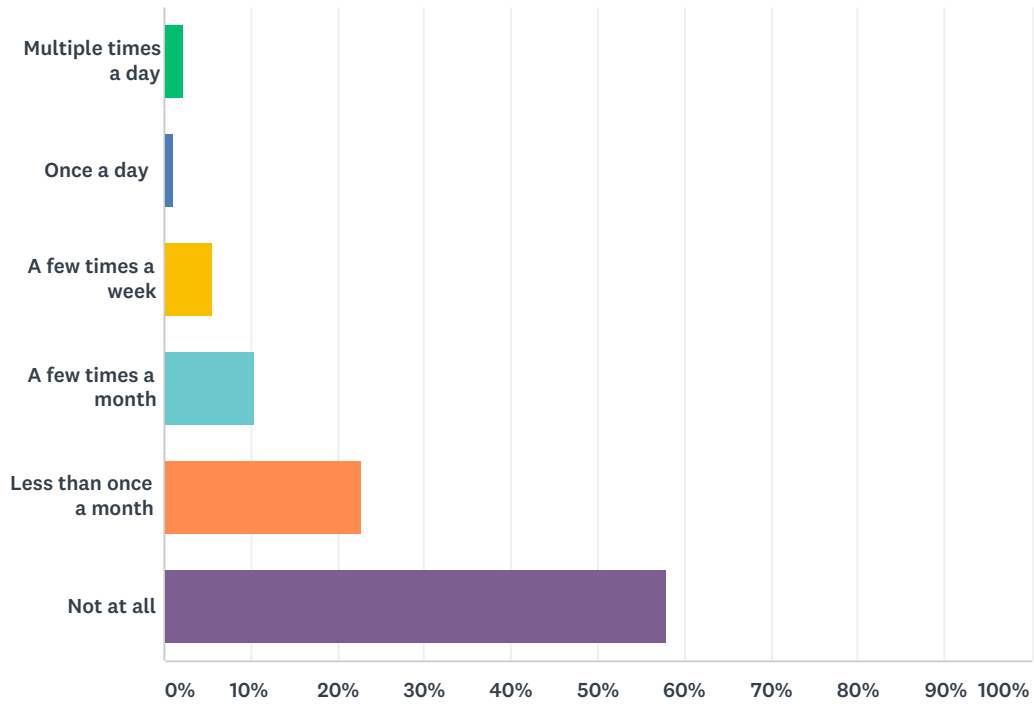
Answered: 789 Skipped: 4,090



| ANSWER CHOICES | RESPONSES | |
|-------------------------|-----------|-----|
| Education and tutorials | 63.12% | 498 |
| Entertainment | 68.06% | 537 |
| People and blogs | 54.25% | 428 |
| News and politics | 12.29% | 97 |
| Nonprofits and activism | 10.52% | 83 |
| Other (please specify) | 9.13% | 72 |
| Total Respondents: 789 | | |

Q18 About how often do you share or comment on YouTube videos?

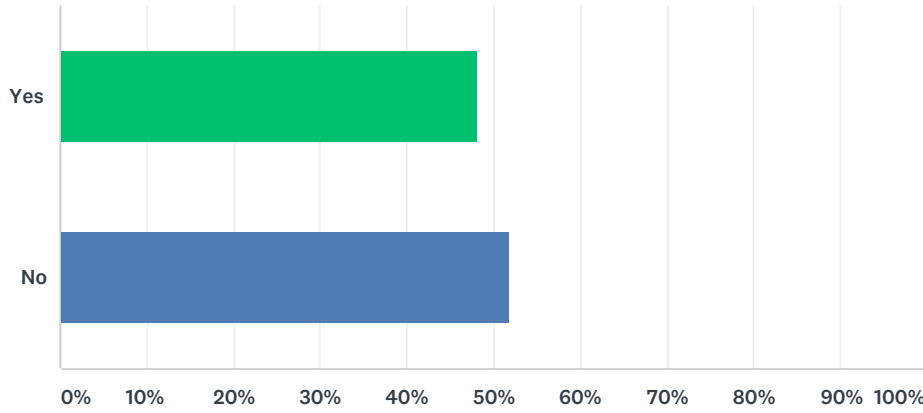
Answered: 1,573 Skipped: 3,306



| ANSWER CHOICES | RESPONSES | |
|------------------------|-----------|--------------|
| Multiple times a day | 2.23% | 35 |
| Once a day | 1.02% | 16 |
| A few times a week | 5.66% | 89 |
| A few times a month | 10.43% | 164 |
| Less than once a month | 22.76% | 358 |
| Not at all | 57.91% | 911 |
| TOTAL | | 1,573 |

Q19 Do you currently have an Instagram account?

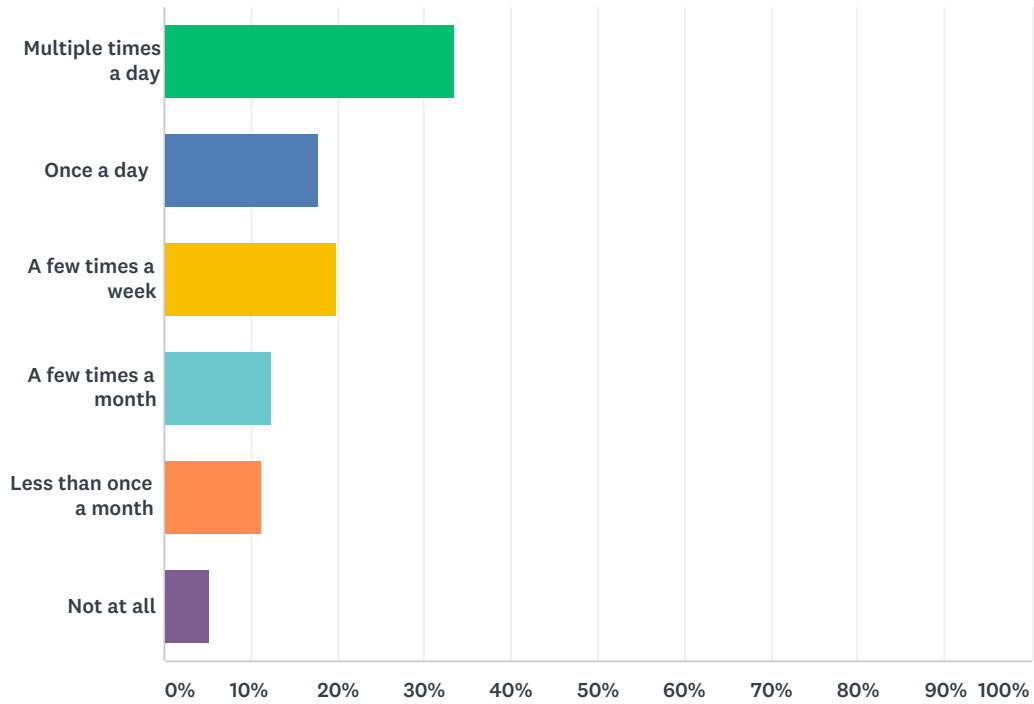
Answered: 4,681 Skipped: 198



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-------|
| Yes | 48.02% | 2,248 |
| No | 51.98% | 2,433 |
| TOTAL | | 4,681 |

Q20 About how often do you view or access Instagram?

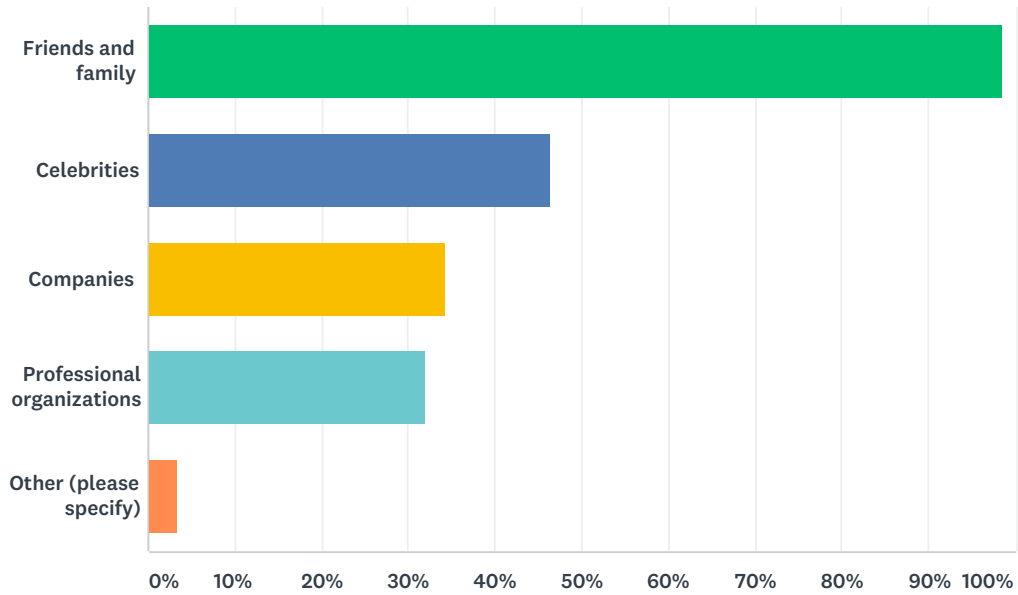
Answered: 2,285 Skipped: 2,594



| ANSWER CHOICES | RESPONSES | |
|------------------------|-----------|--------------|
| Multiple times a day | 33.44% | 764 |
| Once a day | 17.68% | 404 |
| A few times a week | 19.91% | 455 |
| A few times a month | 12.39% | 283 |
| Less than once a month | 11.33% | 259 |
| Not at all | 5.25% | 120 |
| TOTAL | | 2,285 |

Q21 What types of accounts do you follow on Instagram? (Select all that apply.)

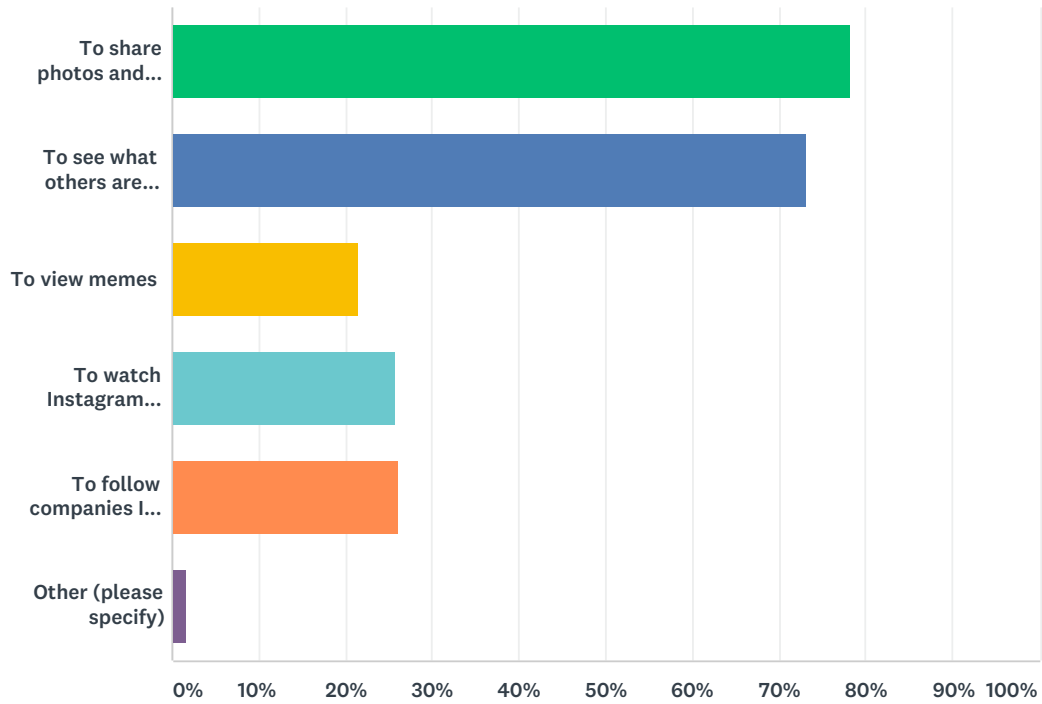
Answered: 2,150 Skipped: 2,729



| ANSWER CHOICES | RESPONSES | |
|----------------------------|-----------|-------|
| Friends and family | 98.47% | 2,117 |
| Celebrities | 46.51% | 1,000 |
| Companies | 34.33% | 738 |
| Professional organizations | 32.05% | 689 |
| Other (please specify) | 3.26% | 70 |
| Total Respondents: 2,150 | | |

Q22 In what ways do you use Instagram? (Select all that apply.)

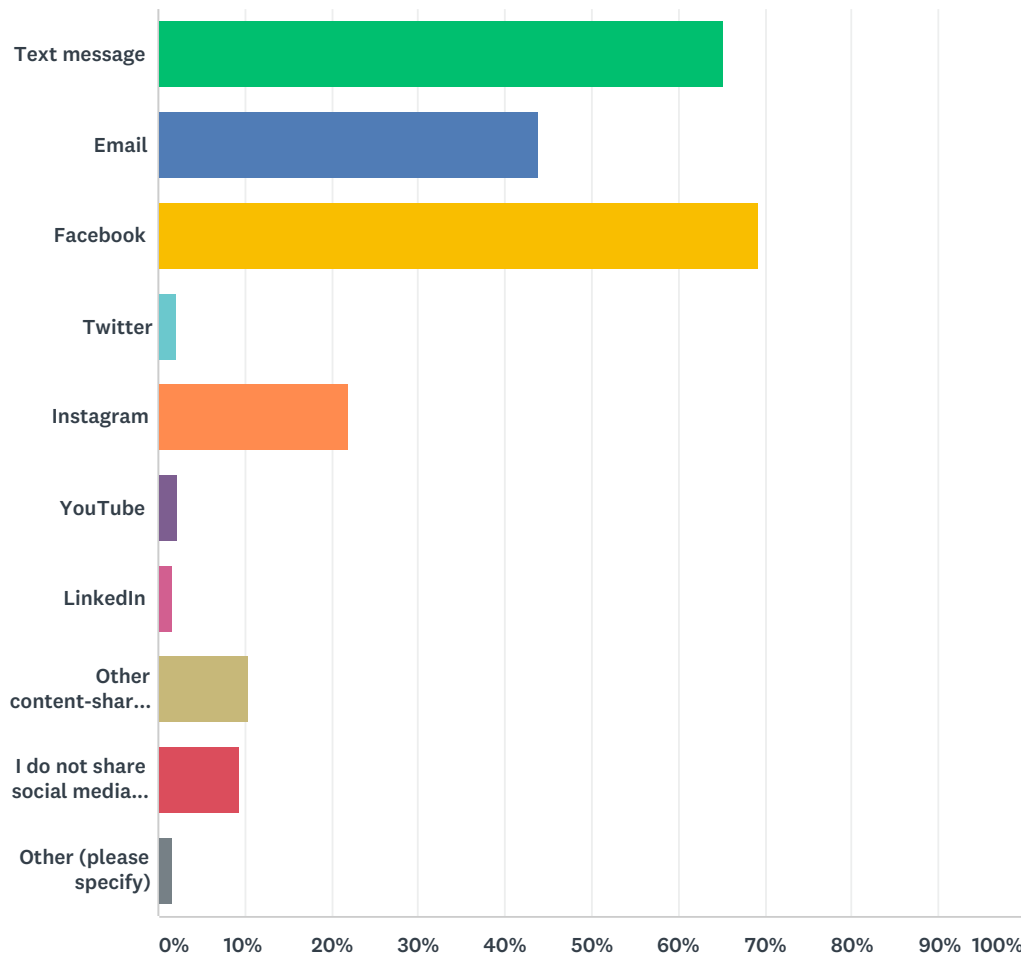
Answered: 2,143 Skipped: 2,736



| ANSWER CHOICES | RESPONSES | |
|--|-----------|-------|
| To share photos and videos with family, friends, and fans | 78.30% | 1,678 |
| To see what others are posting | 73.12% | 1,567 |
| To view memes | 21.65% | 464 |
| To watch Instagram stories | 25.66% | 550 |
| To follow companies I like for sales, promotional offers, contests, etc. | 26.08% | 559 |
| Other (please specify) | 1.77% | 38 |
| Total Respondents: 2,143 | | |

Q23 How do you prefer to share social media content (e.g., photos, videos, articles) with others? (Select all that apply.)

Answered: 4,679 Skipped: 200

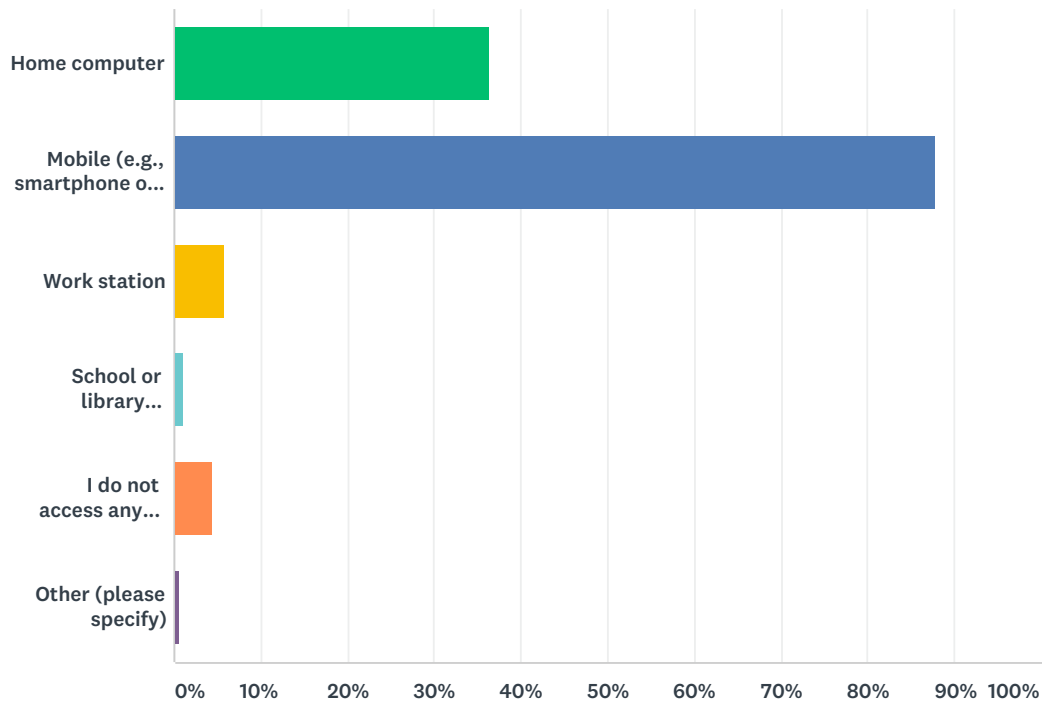


| ANSWER CHOICES | RESPONSES | |
|---|-----------|-------|
| Text message | 65.36% | 3,058 |
| Email | 43.94% | 2,056 |
| Facebook | 69.20% | 3,238 |
| Twitter | 2.12% | 99 |
| Instagram | 21.93% | 1,026 |
| YouTube | 2.39% | 112 |
| LinkedIn | 1.67% | 78 |
| Other content-sharing apps and sites (e.g., Pinterest, Snapchat) | 10.49% | 491 |
| I do not share social media, photo, or video content with others. | 9.32% | 436 |
| Other (please specify) | 1.73% | 81 |

Total Respondents: 4,679

Q24 How do you access your social media platforms most often? (Select all that apply.)

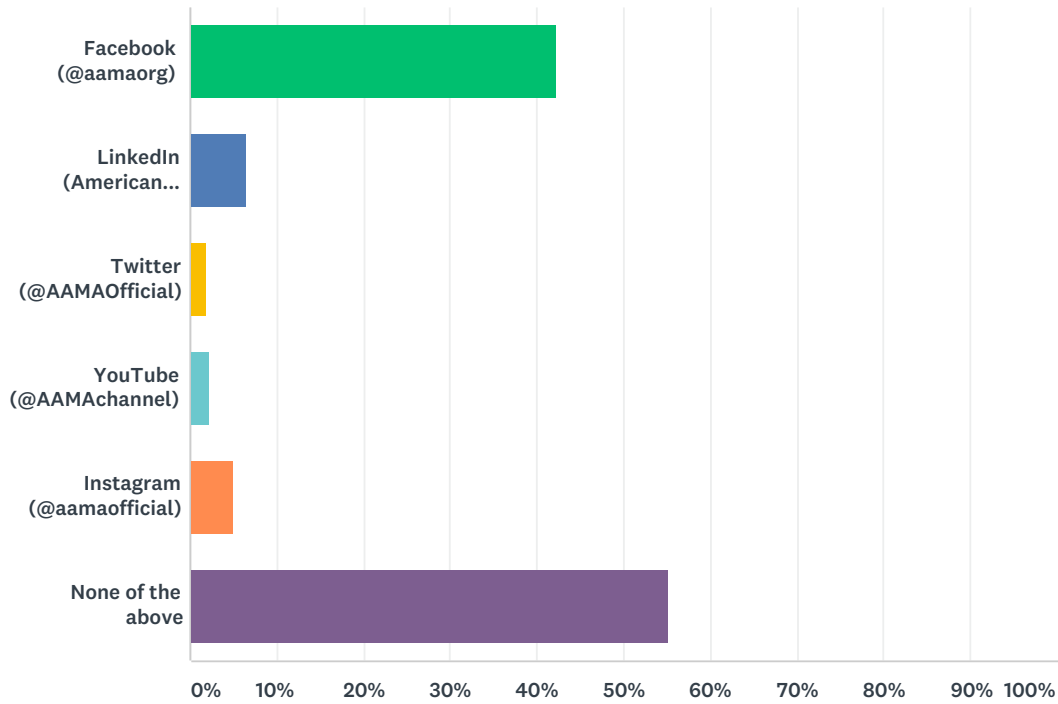
Answered: 4,663 Skipped: 216



| ANSWER CHOICES | RESPONSES | |
|---|-----------|-------|
| Home computer | 36.41% | 1,698 |
| Mobile (e.g., smartphone or tablet) | 87.93% | 4,100 |
| Work station | 5.90% | 275 |
| School or library computer | 1.07% | 50 |
| I do not access any social media platforms. | 4.40% | 205 |
| Other (please specify) | 0.58% | 27 |
| Total Respondents: 4,663 | | |

Q25 Do you follow the AAMA on these platforms? (Check all that apply.)

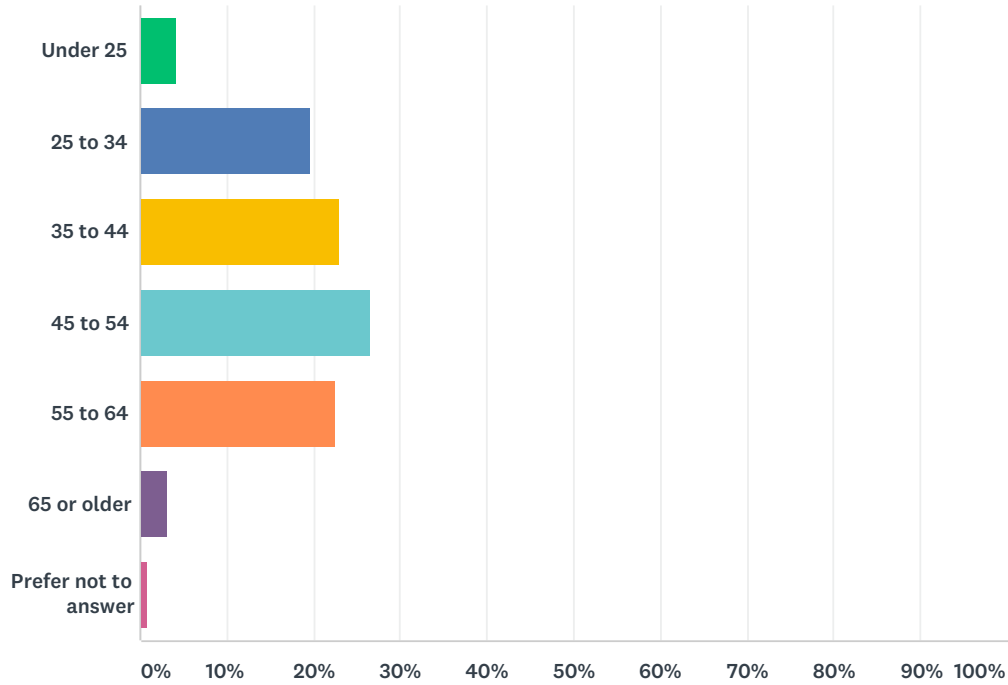
Answered: 4,622 Skipped: 257



| ANSWER CHOICES | RESPONSES | |
|---|-----------|-------|
| Facebook (@aamaorg) | 42.34% | 1,957 |
| LinkedIn (American Association of Medical Assistants) | 6.40% | 296 |
| Twitter (@AAMAOfficial) | 1.80% | 83 |
| YouTube (@AAMACHannel) | 2.27% | 105 |
| Instagram (@aamaofficial) | 4.95% | 229 |
| None of the above | 55.30% | 2,556 |
| Total Respondents: 4,622 | | |

Q26 What is your age?

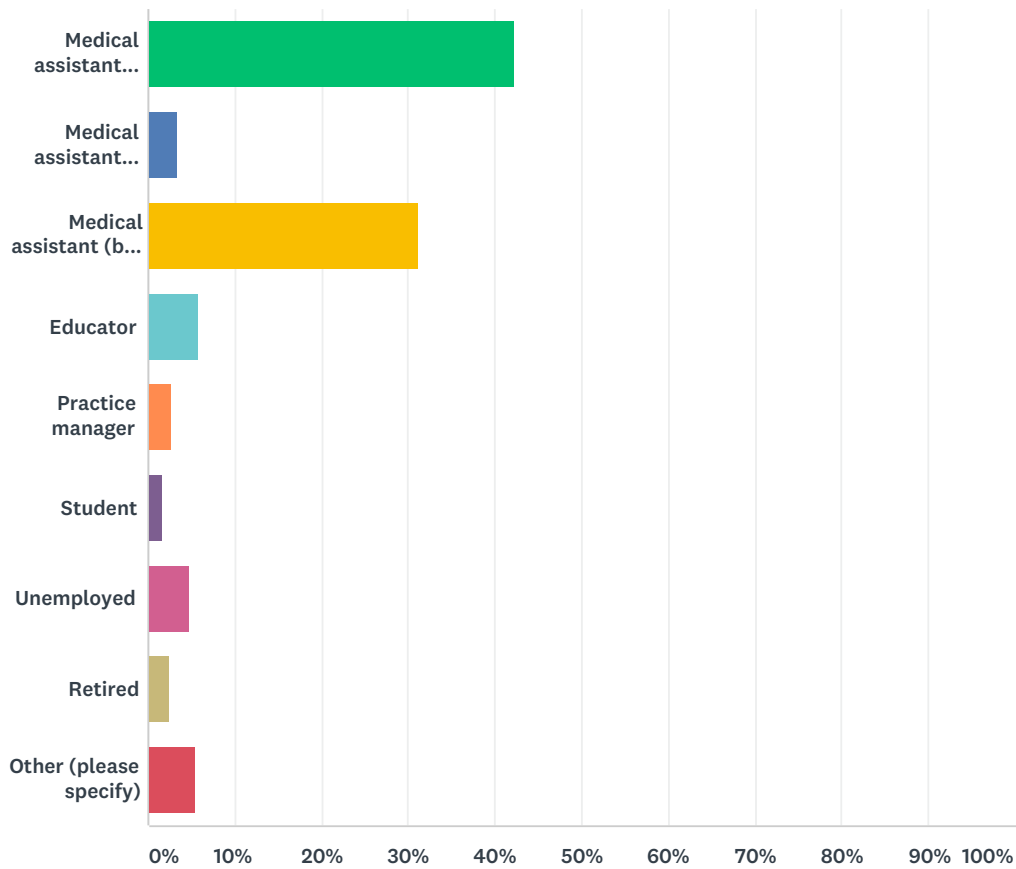
Answered: 4,644 Skipped: 235



| ANSWER CHOICES | RESPONSES | |
|----------------------|-----------|--------------|
| Under 25 | 4.16% | 193 |
| 25 to 34 | 19.60% | 910 |
| 35 to 44 | 23.06% | 1,071 |
| 45 to 54 | 26.51% | 1,231 |
| 55 to 64 | 22.63% | 1,051 |
| 65 or older | 3.12% | 145 |
| Prefer not to answer | 0.93% | 43 |
| TOTAL | | 4,644 |

Q27 Which category best describes your primary position in the medical assisting profession?

Answered: 4,632 Skipped: 247



| ANSWER CHOICES | RESPONSES | |
|--|-----------|--------------|
| Medical assistant (clinical) | 42.34% | 1,961 |
| Medical assistant (administrative) | 3.30% | 153 |
| Medical assistant (both clinical and administrative) | 31.15% | 1,443 |
| Educator | 5.92% | 274 |
| Practice manager | 2.68% | 124 |
| Student | 1.77% | 82 |
| Unemployed | 4.90% | 227 |
| Retired | 2.42% | 112 |
| Other (please specify) | 5.53% | 256 |
| TOTAL | | 4,632 |