

WHITE PAPER

Use of Online Social Networks

Results of US User Survey (June 2009)



www.beresfordresearch.com

Executive Summary

This survey initiative was undertaken to address a surprising lack of detailed public research on how people in the US over 18 years old are using online social networks.

Social is the keyword in “online social networks.” Users stay in touch with friends and family, and, to a much lesser extent, stay in touch with business associates or discuss other online activities. Over two-thirds of users have posted photos (81%), responded to posts of others (72%), and updated activities or posted thoughts (68%) on networking sites.

As expected, we found that Facebook and MySpace are the most popular online networking sites, that Facebook and MySpace users have the largest average number of “friends” (138 and 174, respectively), and that the typical user belongs to two social networking sites.

Younger users (18-24) consult their social network significantly more than older adults (35-54) before making decisions. These younger users have integrated social networks into their lives to such an extent that it suggests that social networks have become a trusted resource for their decision making.

Online social networkers are spending an average of 22 hours weekly on these networking sites (with the average for women significantly higher than for men), and those accessing these sites from work are spending over 6.6 hours weekly. No *online* activity ranked higher in importance than online social networking other than email. Online chat/instant messaging, texting, web browsing and micro-blogging (e.g., Twitter) all trail social networking in importance. Among offline activities, going out with friends is the only activity ranked higher than online social networking; the specific activities that follow online social networking are exercising with friends, playing games, reading for pleasure, watching TV and participating in sports.

Advertisers will note that 38% of respondents have clicked on paid advertising, and a 25% have placed links to a company, product or service on their networking sites.

Interestingly, MySpace users are significantly more likely to be men, singles and unmarried couples than are women and married couples.

Facebook users spend the most time with their networking sites (over 15 hours/week on average) while users of business sites LinkedIn and Plaxo average 2-3 hours weekly.

Four segments were identified using cluster analysis:

- “Residents” are generally logged onto networking sites all day, check and interact with these sites frequently throughout the day, and are more likely to have used social networking sites for over three years.

- “Twitterers” are similar to “Residents” but have an affinity for using the micro-blogging site Twitter, are significantly more likely to discuss other online activities on their social networking sites, and participate in online discussion lists.
- “Hobbyists” are the group of users who are most likely to go online to update their status/profiles on their social networking sites, and are more likely to use their online sites from a home computer and for personal use only.
- “Rookies” have used social networking sites for less than a year, and are more likely to interact on their networking sites with people they don’t already know.

While few other significant differences exist in the social networking sites used by the segments, “Residents” are significantly more likely to have their decision-making influenced by the thoughts and experiences of their online social network of friends.

“Twitterers” are significantly more likely to like getting to know new people on their online social networks, to allow anyone interested to see their online profiles, and more likely than “Residents” and “Rookies” to start an online group. “Residents” and “Twitterers” are significantly more likely to use social networking sites for both personal and business use than “Hobbyists.”

“Hobbyists” are significantly more likely than “Residents” and “Rookies” to post links to other websites/online videos.

“Rookies” are significantly less likely to be careful about what they share on social networks due to future employability or to only interact on social networks with people they truly know.

Background and Objectives

Conversation about online social networking has dominated popular media over the past year. More recently, the business press has increased its coverage of social networking as companies wrestle with finding the best ways to interact with their customers and employees using these sites.

Despite increased media coverage, little meaningful research has been published on these users and how they’re using these powerful tools.

Beresford Research wished to learn:

- Whether significant differences exist in the way different users use social networking sites,
- How long users have used them,

- Attitudes about security of personal information,
- General perceptions of networking sites
- Relative importance of social networking versus other online and other offline activities,
- Whether significant differences existed by site(s) used and demographic characteristics (e.g., gender, income, education, marital status, region or urban/suburban/rural), and
- Whether any meaningful segments exist among users of social networking sites beyond the standard demographics

Methodology

Beresford Research fielded an online survey of 21 questions with 421 qualified social networking site users in June 2009. (See Appendix A for the text of the survey questions.) Peanut Labs (San Francisco, CA) provided access to their panel of users for this study, and provided respondents an incentive to participate. The survey was hosted by QuestionPro (Seattle, WA).

Tabulations of the data included significance testing at the 95% level; the margin of error for the total sample is +/- 4.8 percentage points at the 95% confidence level.

The data was also analyzed using cluster analysis (K-means) to identify four user segments:

- **Residents** are generally logged onto networking sites all day, check these sites frequently throughout the day, and significantly are more likely to have used social networking sites for over three years.
- **Twitterers** are similar to “Residents” but have an affinity for using the micro-blogging site Twitter, are significantly more likely to discuss other online activities on their social networking sites, and participate in online discussion lists.
- **Hobbyists** are the group of users most likely to update their status and profiles on their social networking sites, and are more likely to use their online sites from a home computer and for personal use only.
- **Rookies** have used social networking sites for less than a year, and are more likely to interact on their networking sites with people they don’t already know.

The 14 variables utilized to create these segments (“clusters”) are detailed in Appendix B. The four user segments are approximately even in size, with “Residents” and “Twitterers” accounting for 58% of the total sample. (Exhibit 1)

Online social networks user segments

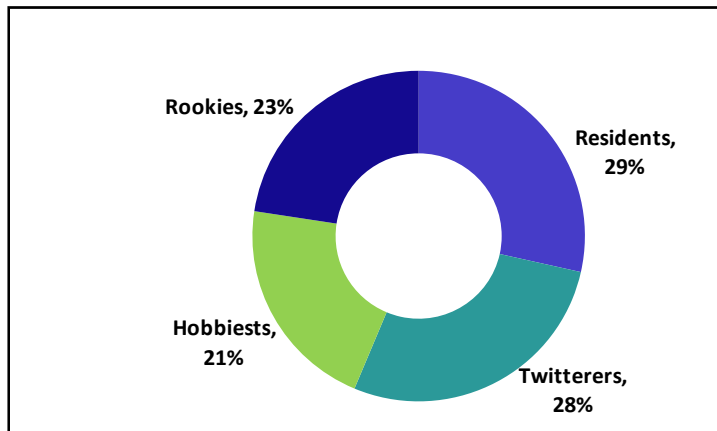


Exhibit 1

Please note that in this chart and select others rounding accounts for percentages not adding to 100%.

Findings

Facebook is the most popular social networking site with most of the respondents (90%) using this site. MySpace is also popular among social networking users, with two-thirds of the respondents currently using the site. (Exhibit 2)

Online social networks used

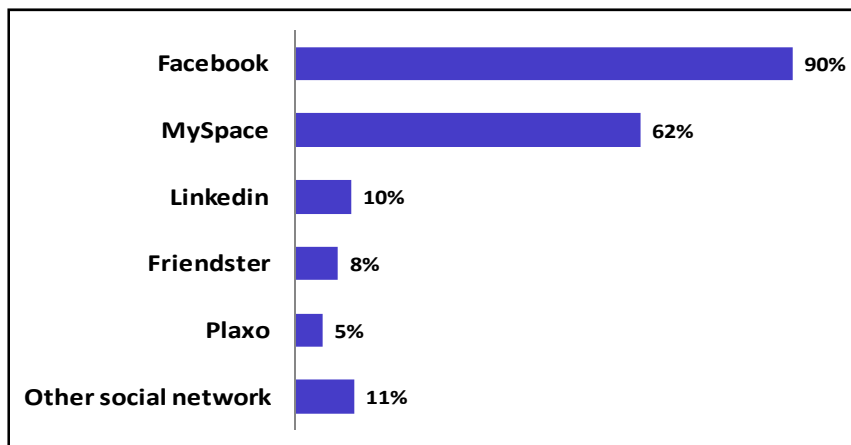


Exhibit 2

While most of the social networking sites have a balanced male vs. female audience, MySpace is the exception, with men significantly more likely to use this site. Additionally, MySpace users are also significantly more likely to describe themselves as “single” or “unmarried” rather than “married.” (Exhibit 3)

Social networks use by gender

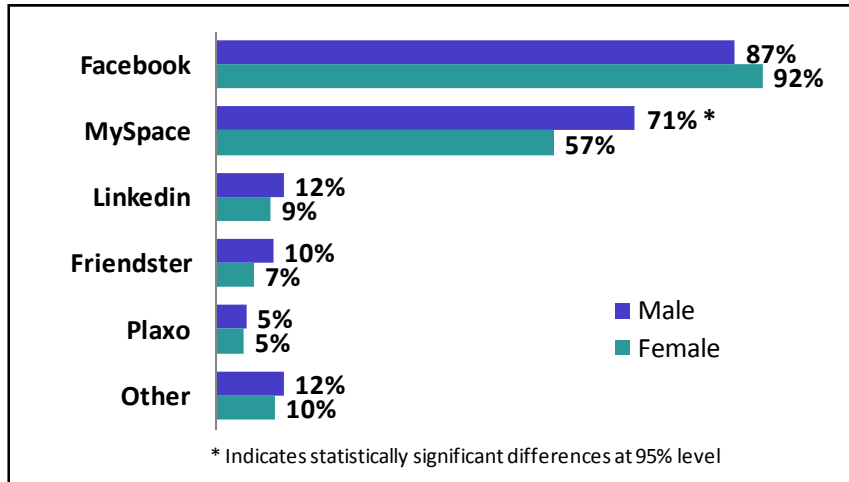


Exhibit 3

Facebook and MySpace users are significantly more likely to belong to only one other social networking site. Plaxo users belong to an average of three other social networking sites. (Exhibit 4)

Mean number of other social networks being used (by site)

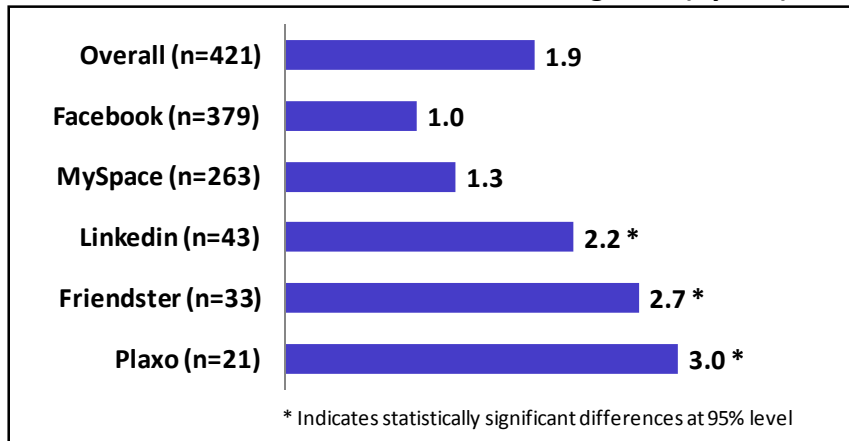


Exhibit 4

While few significant difference exist in the social networking sites used by the segments, “Twitterers” are significantly more likely than “Hobbyists” to be using MySpace, and significantly more likely to use Plaxo than “Rookies.” (Exhibit 5)

Online social networks being used by segment

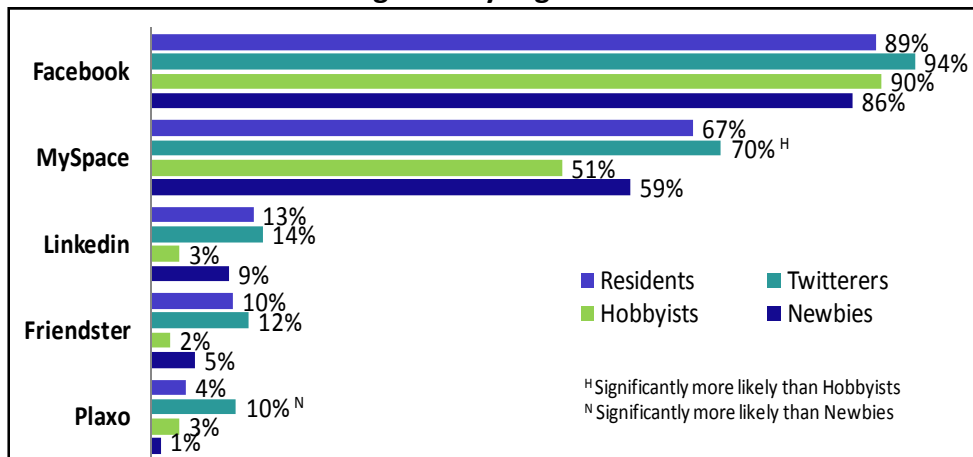


Exhibit 5

The “social” aspect of these networking sites comes from acquiring “friends” or “contacts.” Users spend time chatting with these friends and contacts, reviewing their profiles, and reading their status updates among other things. MySpace users have the largest average number of friends, 174, possibly reflecting the relative age of the site (MySpace was founded in the fall of 2003.) Facebook and Friendster users also have large numbers of friends (138 and 117, respectively). Facebook is a relative newcomer, having opened up membership beyond enrolled college students in the fall of 2006. (Exhibit 6)

Average number of friends/contact by site

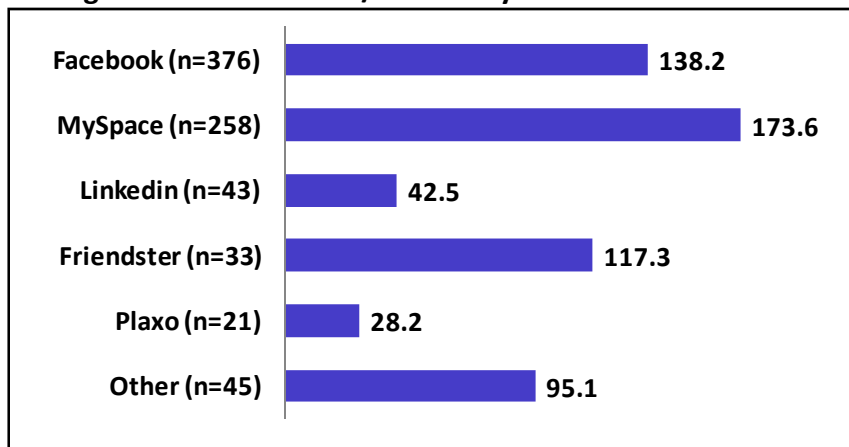


Exhibit 6

Among Facebook users, “Residents” and “Twitterers” have significantly more friends and contacts than “Hobbyists.” Among MySpace users, “Residents” have a mean of over 252 connections, significantly higher than “Rookies.”¹ (Exhibit 7)

¹ This difference between “Resident” and “Rookies” MySpace users is not significant when the Bonferroni correction to the means comparison is applied.

Average number of friends/contact by site and segment

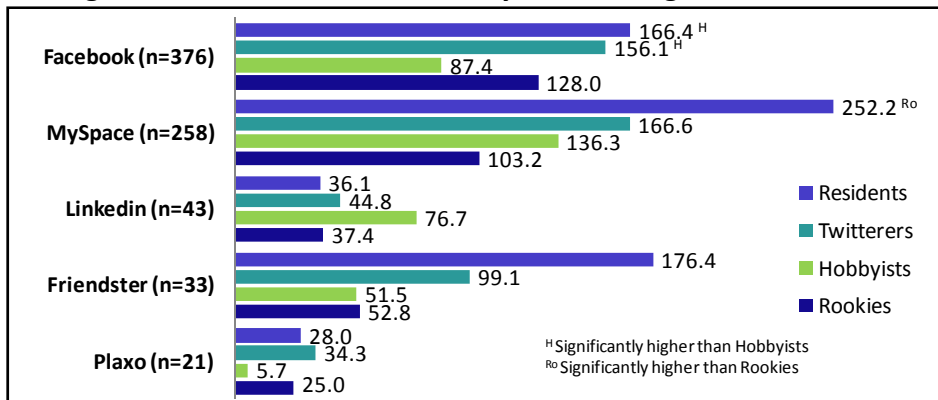


Exhibit 7

Use of Online Social Networks

Most Facebook users (88%) are checking the site at least once a day. Over half of respondents using MySpace and Friendster are also checking these sites at least once a day. Plaxo and LinkedIn users tend to check these sites less frequently. (Exhibit 8)

Frequency of checking online social networking sites

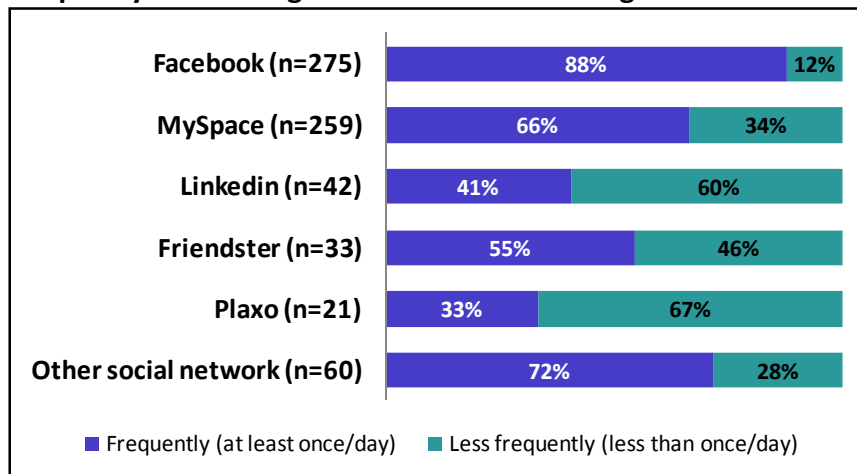


Exhibit 8

Social networking users are logging some serious “face time,” 22 hours weekly on average – with women significantly higher than men (24.9 hours and 18.0 hours, respectively). Facebook users are spending 15.4 hours on average per week on the site, significantly higher than the time spent on any other social networking site. MySpace users are spending about 9 hours per week, significantly higher than time spent on LinkedIn and Plaxo. (Exhibit 9)

Average hours per week spent on social networks

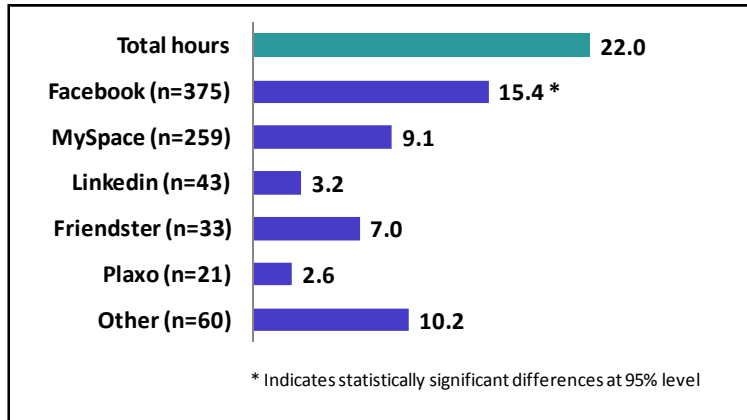


Exhibit 9

If you're new to social networking, you're in good company: 31% of today's social networkers have only been at it a year or less. Another 30% have been using social networking sites for one to two years, with the rest having used these sites for at least three years. (Exhibit 10)

Length of time using online social networking sites

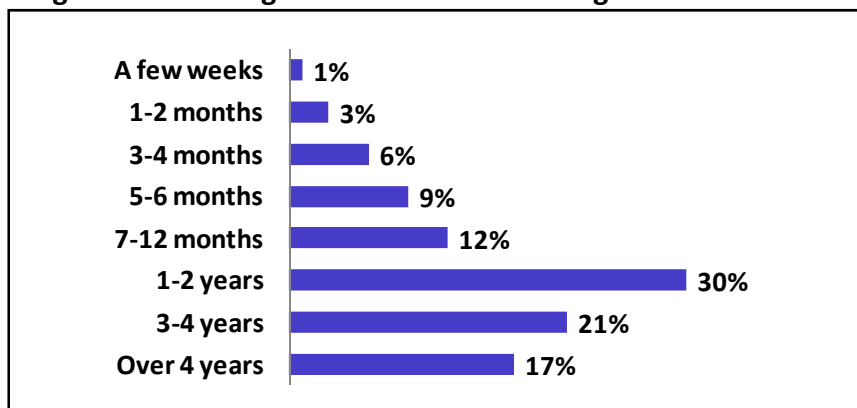


Exhibit 10

Most "Residents" have been using online social networking sites for over three years, significantly longer than other segments. "Twitterers" are most likely to have used social networking sites for 1-2 years. (Exhibit 11)

Length of time using social networking sites by segment

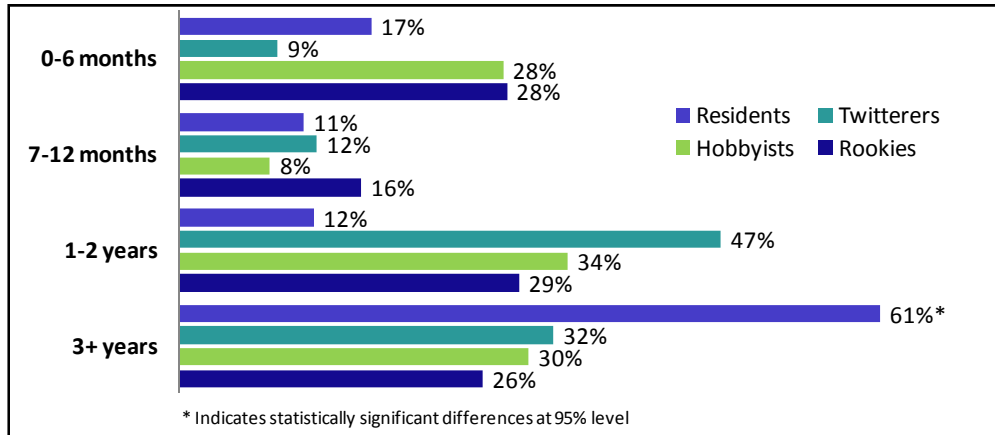


Exhibit 11

As expected, most respondents (95%) access social networking sites from home. Just under two out of every five users (38%) also access their networking sites from work. (Exhibit 12)

How social networking sites accessed

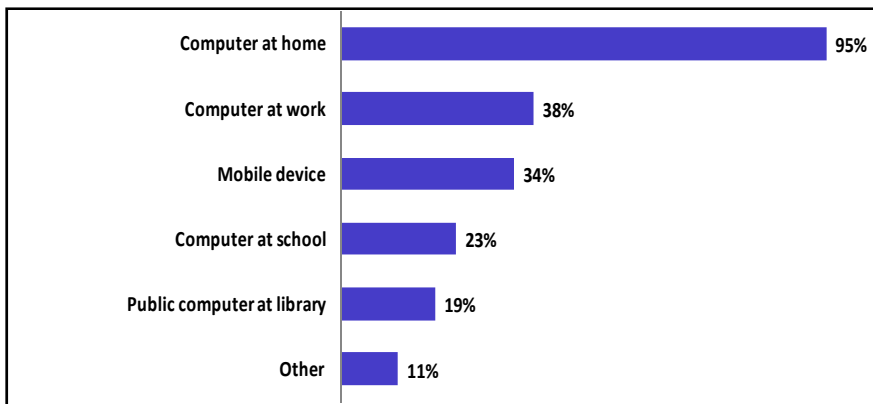


Exhibit 12

While only 12% of the mean time spent accessing networking sites is from work computers, those who access their networks from a work computer do so for an average of 6.6 hours per week – about an hour and twenty minutes daily.² (Exhibit 13 and 14)

² The mean figure of 6.6 hours weekly was calculated by combining the response to two questions and omits several results in excess of 50 hours.

Mean percentage of time spent accessing social networking sites from each location

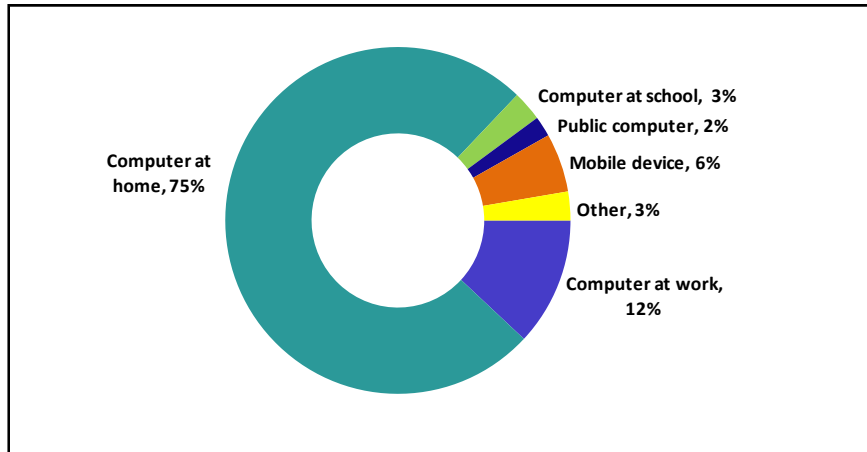


Exhibit 13

Hours spent accessing social networks by location

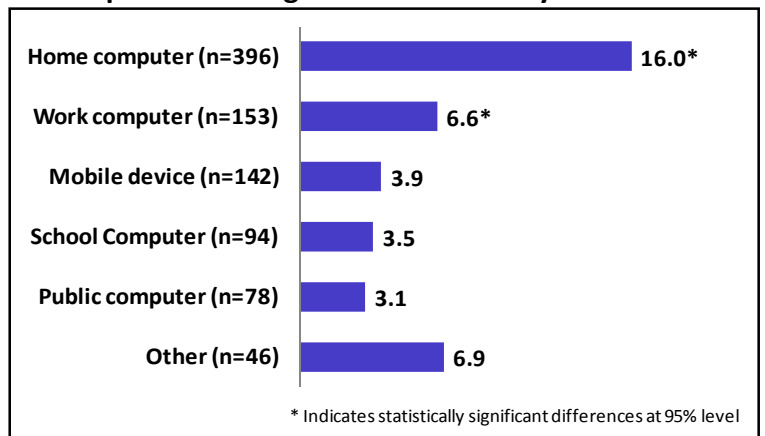


Exhibit 14

While all four of the social networking user segments are accessing social networking sites primarily from a home computer, “Hobbyists” are significantly more likely to use a home computer to access social networking sites than are “Residents” or “Twitterers.” (Exhibit 15)

Mean percentage of time accessing social networking sites from home computer by segment

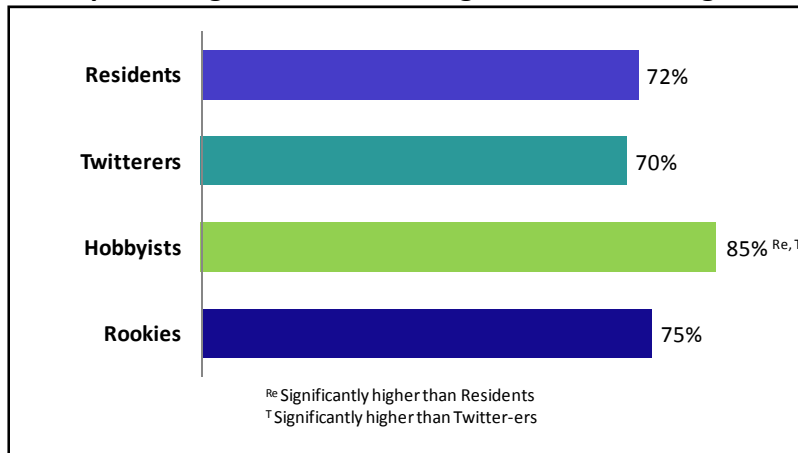


Exhibit 15

Online social networking is predominantly a personal tool, with 72% of respondents using social networking sites exclusively for personal use. The remaining respondents are using these sites for both personal and business use. (Exhibit 16)

Personal vs. business use of social networking

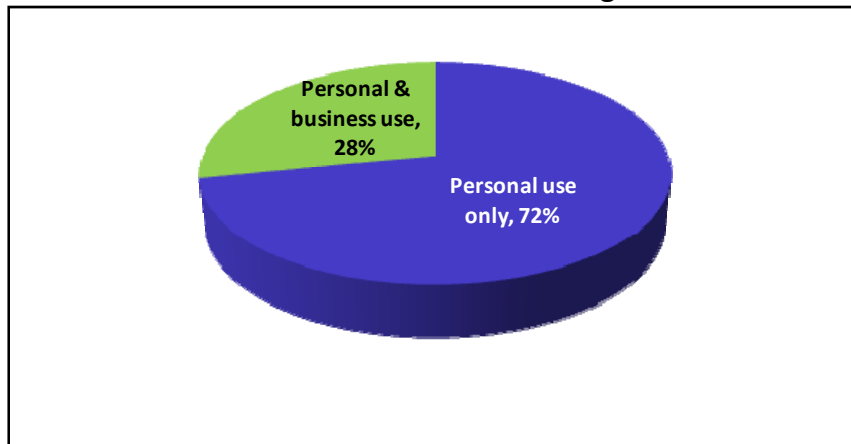


Exhibit 16

LinkedIn has the highest percentage of users for both personal and business use (65%). A small minority of LinkedIn users (2%) use online social networking exclusively for business use. Only a third of MySpace and Facebook users (30% and 28%, respectively) are using the site for reasons other than personal use. (Exhibit 17)

Personal vs. business use by site

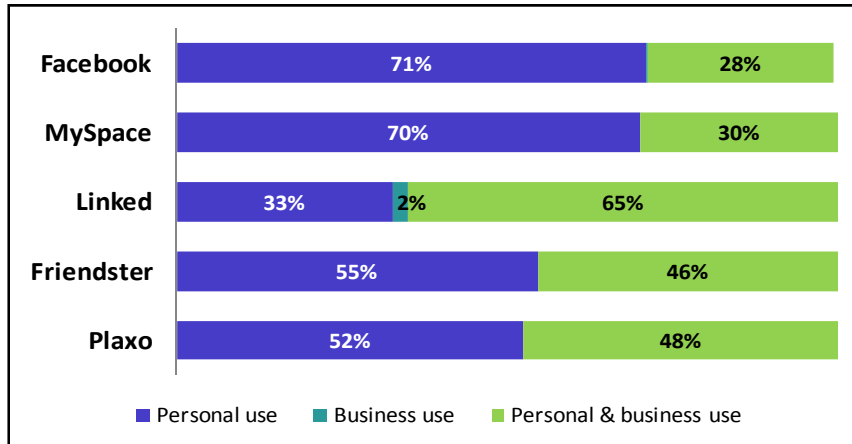


Exhibit 17

“Residents” and “Twitterers” are significantly more likely to use social networking sites for both personal and business use than “Hobbyists.” Additionally, “Residents” are also significantly more likely than “Rookies” to use social networking sites for both personal and business use. Curiously, at 1%, “Rookies” are the only segment of users to use online social networking for business use exclusively. (Exhibit 18)

Social networking for personal vs. business use by segment

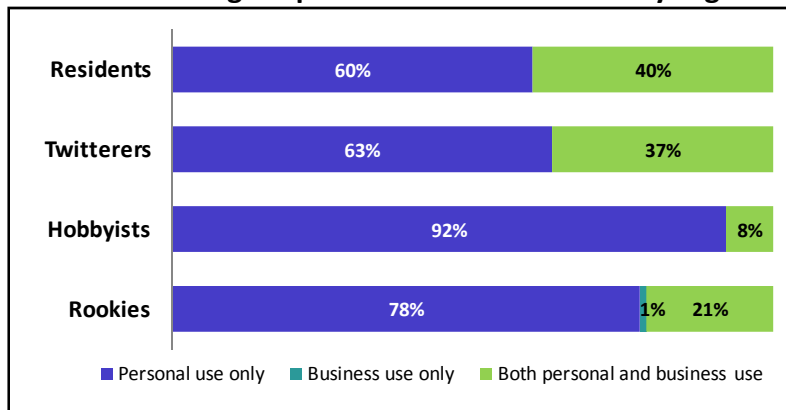


Exhibit 18

Respondents are performing various online activities while on social networking sites. At least half of respondents have participated in the most popular activities: posted photos, responded to posts of others, updated activities/posted thoughts, and posted links to other Web sites. Advertisers should note that nearly two in five respondents (38%) follow paid advertising, and a fourth (25%) have placed links to a company, product or service on their networking sites. (Exhibit 19)

Activities performed while using social networking sites

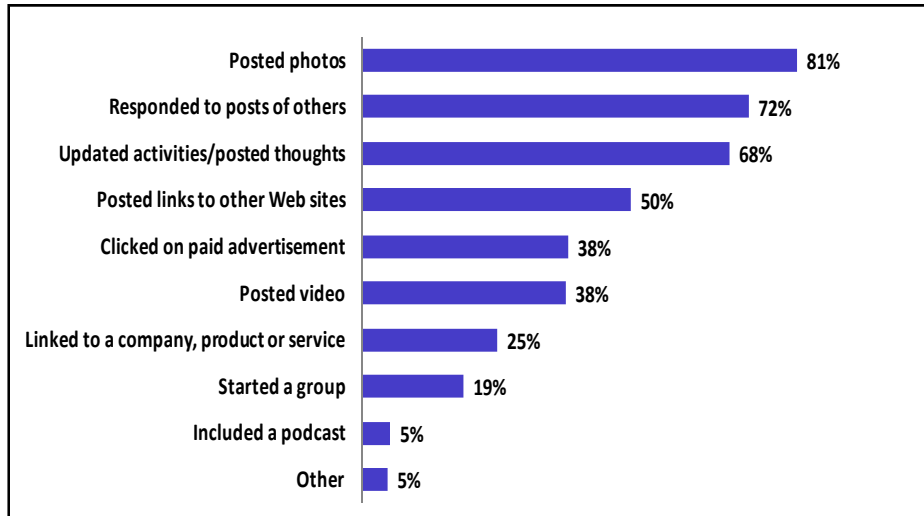


Exhibit 19

“Hobbyists” show their passion with more updates, links to other websites and online videos. “Hobbyists” are significantly more likely to update activities/post thoughts while social networking. “Hobbyists” are also more likely than “Residents” and “Rookies” to post links to other websites/online videos. “Twitterers” are significantly more likely than “Residents” and “Rookies” to start a group. (Exhibit 20)

Activities performed while using social networking sites by segment

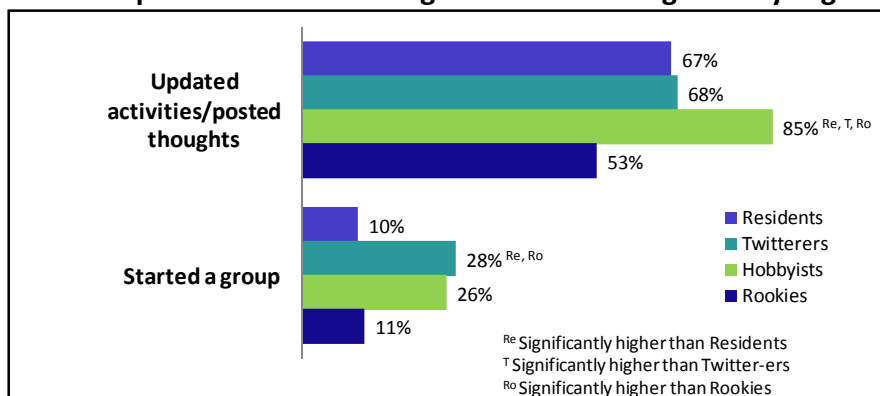


Exhibit 20

As described by the term “social networking,” most members of these online services use them to stay in touch with family and friends. Nearly all of respondents (91%) use social networking sites to a moderate or great extent to stay in touch with friends, while about two-thirds use the sites to a moderate or great extent to stay in touch with family. Only a quarter of respondents use social networking sites (to a moderate or great extent) to stay in touch with business associates. (Exhibit 21)

Level of agreement with activities

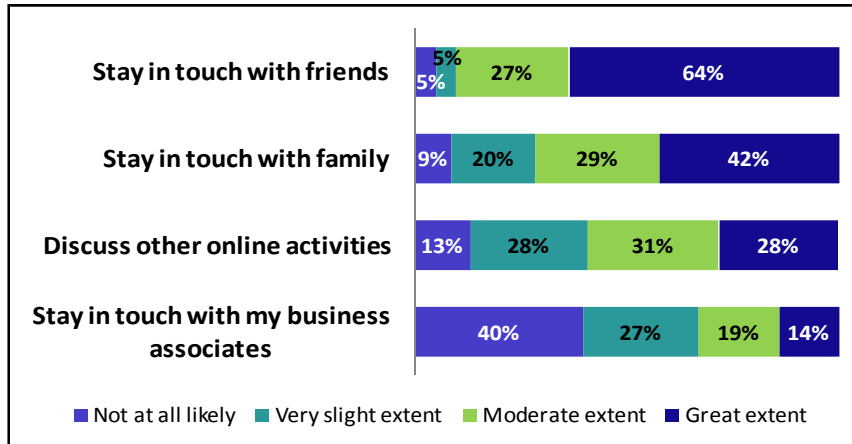


Exhibit 21

While nearly all of the seasoned social networkers use their social networks to stay in touch with friends, “Rookies” are significantly less likely to do so. Not surprising, the “Twitterers” are significantly more likely to discuss online activities with their social networking friends and contacts. (Exhibit 22)

Online social network activities by segment

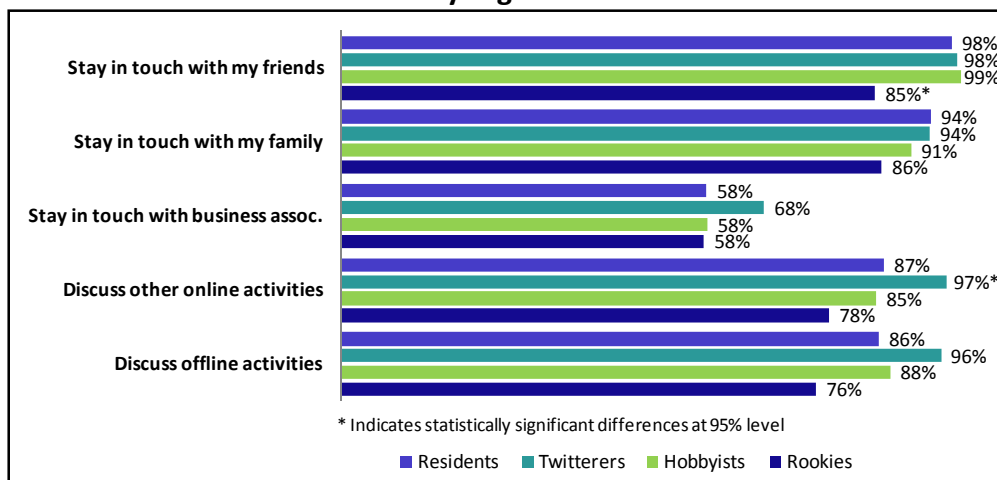


Exhibit 22

When asked to rate their level of agreement with three statements about online social networks, over half of users (57%) agreed with the statement that they are logged into their social networks all day. Not surprising, 18-24 year olds are significantly more likely than 35-54 year-olds to agree (strongly or slightly) that they are logged into social networks all day.

Social networks have become trusted resources. Half of respondents also agree that when making a decision they take into consideration thoughts shared by others in their network. This percentage climbs to 65% for younger users (18-24), significantly higher than for older adults (specifically those 35-54). This is a particularly important finding, in that it suggests that these younger users have integrated social networks

into their lives to such an extent that it has become a trusted resource for their decision making.

Consistently, over half of respondents (54%) disagreed (strongly or slightly) that online social networks waste a lot of time. (Exhibit 23)

Level of agreement with statements about online social networks

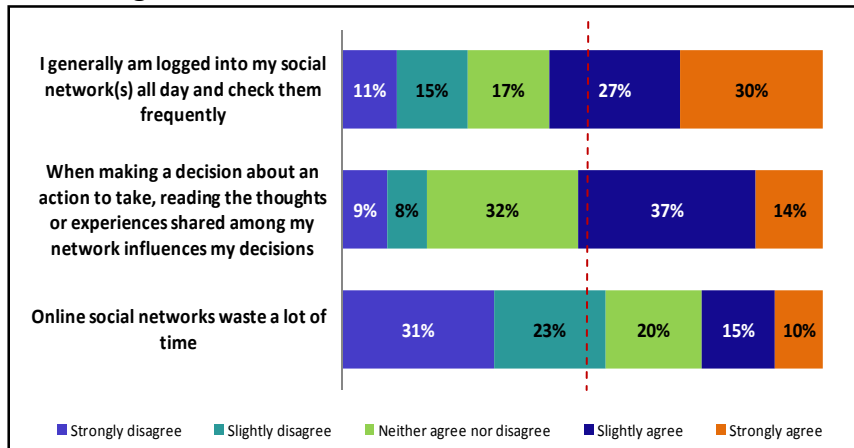


Exhibit 23

“Residents” are largely defined by their agreement to these first two statements. Seven of every eight “Residents” are logged into their social networking sties all day, and nine in ten “Residents” rely on their network to influence their decision making, significantly higher than other user segments in both instances. (Exhibit 24)

Agreement with statements about online social networks by segment (“Top 2” box)

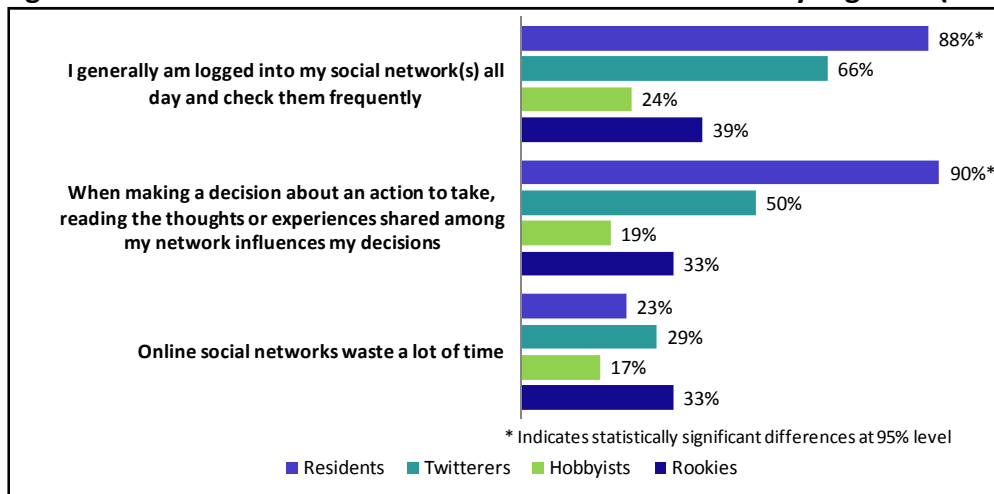


Exhibit 24

Rating of Other Online Social Networks

Facebook received the highest ratings. Over half of all respondents (52%) feel Facebook is “excellent,” while just under two-fifths of respondents (37%) feel

MySpace is “excellent.” Plaxo was rated as “terrible” by 19% of respondents. Interestingly, perception seems to reflect reality with these ratings; user ratings of each site are not significantly different than ratings by non-users. (Exhibit 25)

Impression of social networking sites

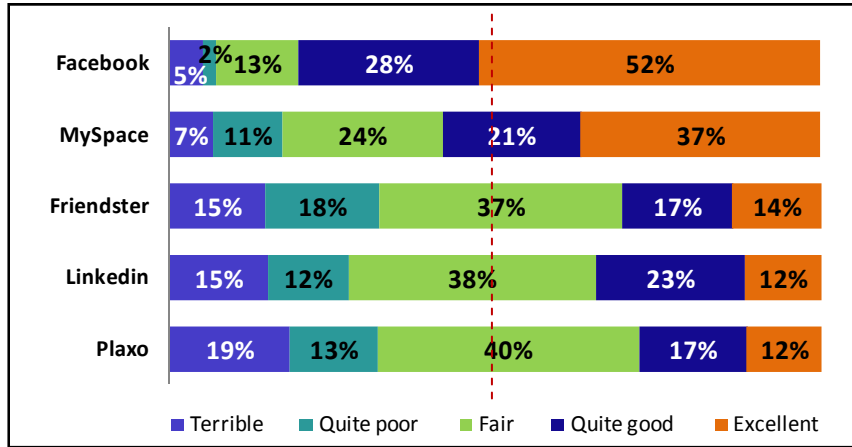


Exhibit 25

“Twitterers” give high marks all around. “Twitterers” are significantly more likely than others to rate MySpace highly, and are also more likely than “Residents” and “Rookies” to rate Friendster and LinkedIn highly. (Exhibit 26)

Impression of social networking sites by segment

(Mean scores, where 1 = “Terrible” and 5 = “Excellent”)

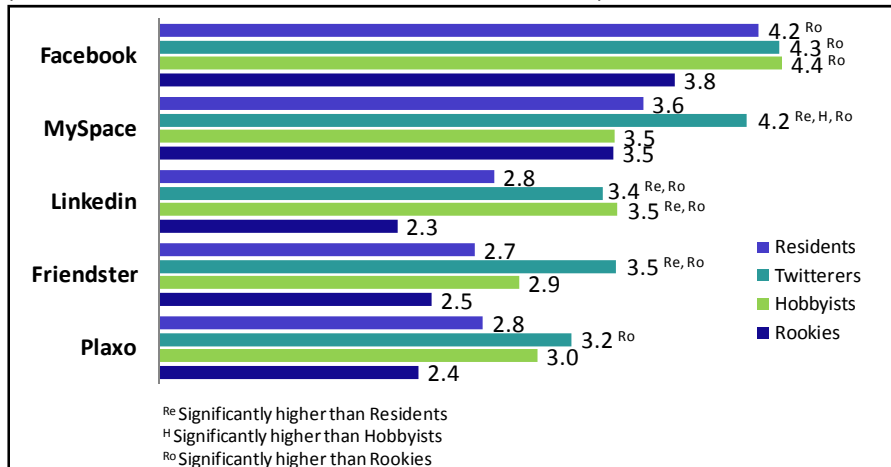


Exhibit 26

Privacy and information sharing usually go hand-in-hand. While online social network users are generally careful about what personal information they share on social networking sites, and two-thirds of respondents (68%) strongly or slightly agree that what they post may reflect poorly on them with a future employer, we found that close to a third of users (31%) agree that they let anyone who is interested see their page/view their profile. (Exhibit 27)

Privacy and information sharing

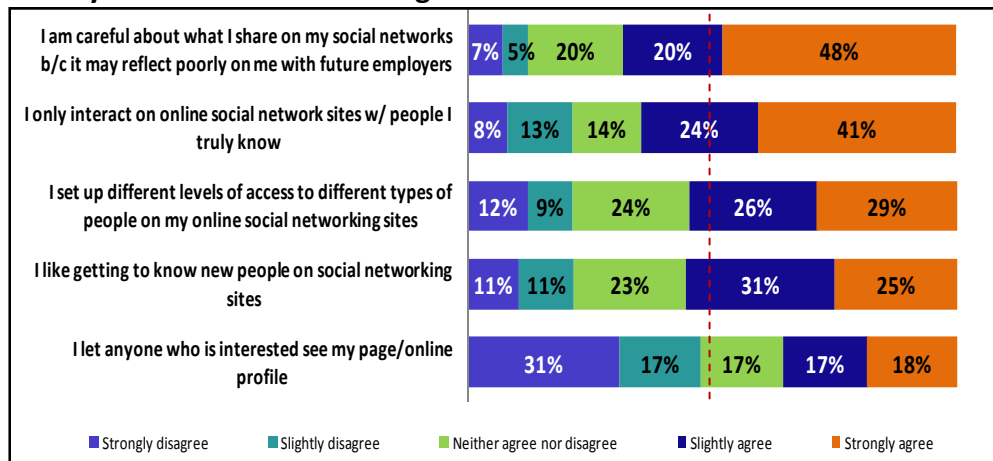


Exhibit 27

“Rookies” lack experience when it comes to privacy; they are significantly less likely than other users to be careful about what they share on social networks. “Rookies” show less concern regarding future employability, are less likely to limit their interactions on social networks with people they truly know, and are less likely to establish different access levels for different types of people on their social networking sites. Conversely, “Twitterers,” as their name suggests, are significantly more likely than others to like getting to know new people through their online social networks, and to allow general access to their online profiles. (Exhibit 28)

Privacy and information sharing by segment

(Mean scores, where 1 = “Strongly disagree” and 5 = “Strongly agree”)

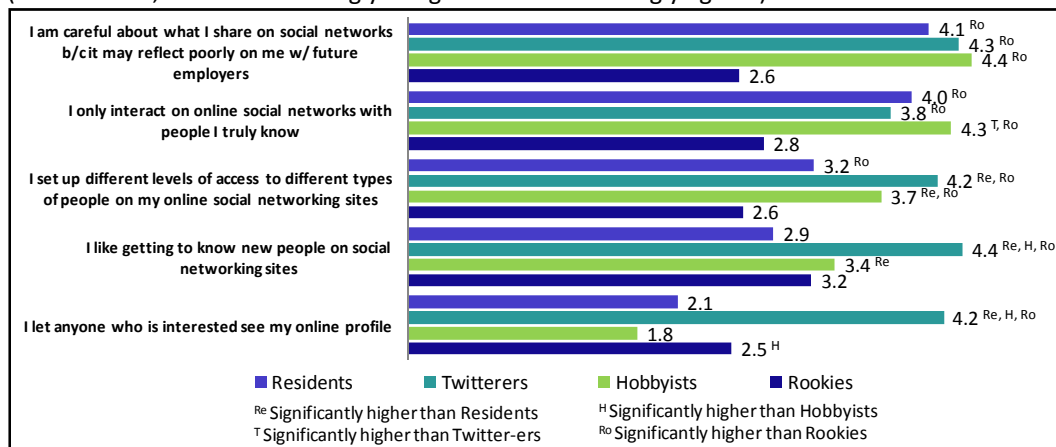


Exhibit 28

Other Activities by Online Social Networkers

We were interested to learn what other activities these users of online social networks participated in while online, and the degree to which they were actively involved in these other online activities. Over half of online social network users

read online forums, news feeds, ratings/reviews and Web logs. As expected, only about half of those who read these online offerings actively participate by responding or initiating new posts, with responding to posts highest for online forums. Micro-blogs (e.g., Twitter) are used by under half of social network users (44%). (Exhibit 29)

Level of participation in online activities

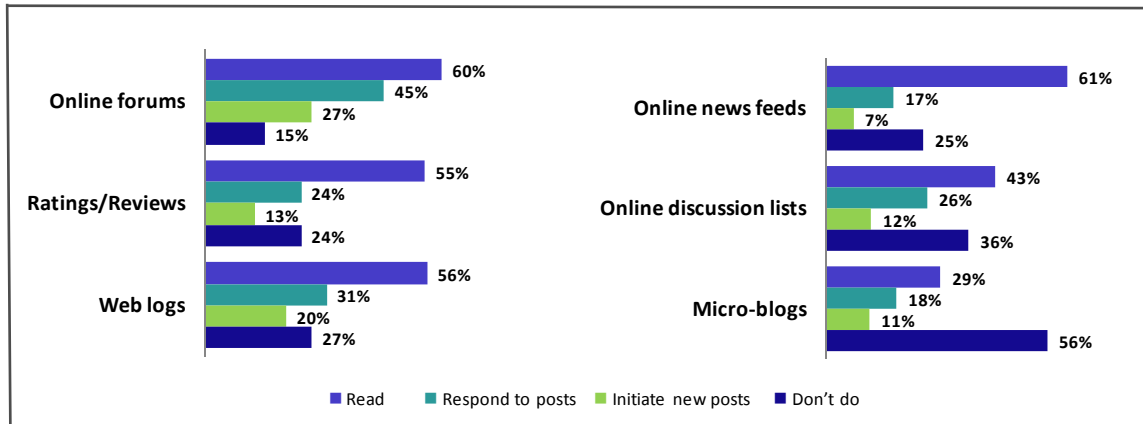


Exhibit 29

Suburbanites Twitter more. As their name suggests, “Twitterers” are significantly more likely to use micro-blogs, and they are also more likely to participate in online discussion lists. Among online social network users, women are more likely than men to initiate new postings on online discussion lists. Interestingly, we also found that people living in the suburbs are significantly more likely than their city or rural counterparts to initiate Twitter posts.

Social networking is a clear second, on or off the computer. When asked to rank online social networking in relative importance with other online and offline activities, social networking scored as the second most-important activity both when compared to common online activities and offline activities. The only activity that scored higher among online activities is email, and among offline activities is going out with friends. (Exhibits 30 and 31)

Online social networking vs. other online activities

(Mean rank order where 1 is “most important”)

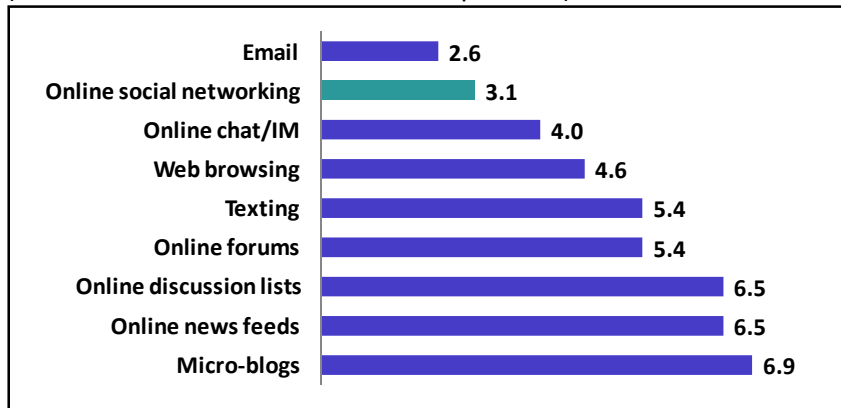


Exhibit 30

Online social networking vs. other offline activities

(Mean rank order where 1 is “most important”)

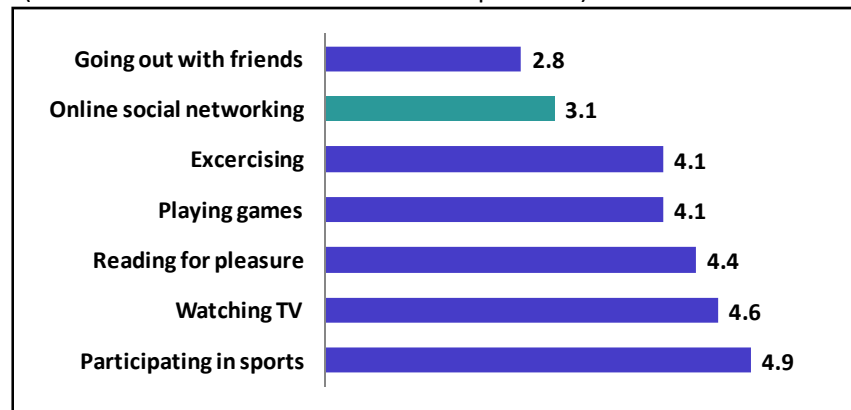


Exhibit 31

Social networking has a honeymoon period. Users who have only been participating in social networking for a few weeks are significantly more likely to rate online networking as the most important online activity they do compared to users who have been networking online for more than one year.

“Rookies” and “Twitterers” rank the relative importance of online social networking against other offline activities significantly higher (2.6 and 2.8, respectively) than “Residents” (3.5).

Demographics

Respondents are primarily under 45 years old, with women slightly outnumbering men. Respondents between 25 and 34 and between 35 and 44 years old each comprised about a fourth of the respondent base. (Exhibits 32 and 33)

Age

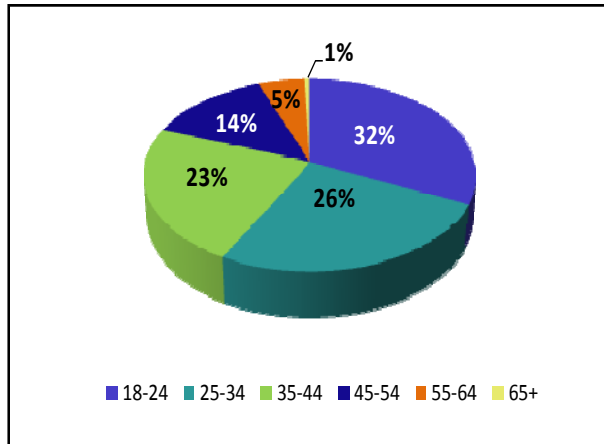


Exhibit 32

Gender

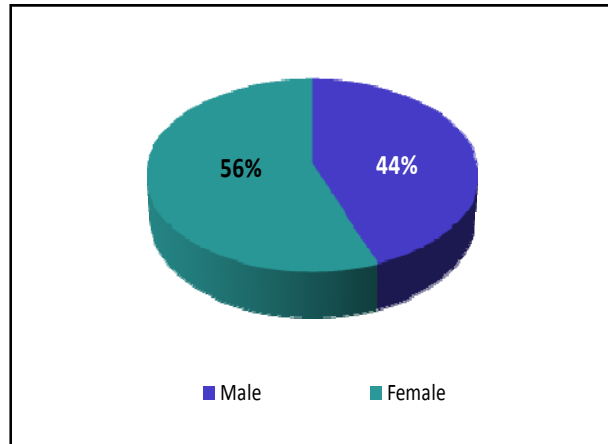


Exhibit 33

Over half of our respondents are single or living on their own. A third have an annual household income between \$75,000 and \$200,000, and, not surprisingly based on the relative youth of social networkers, most (62%) claim incomes below \$75,000. (Exhibits 34 and 35)

Marital status

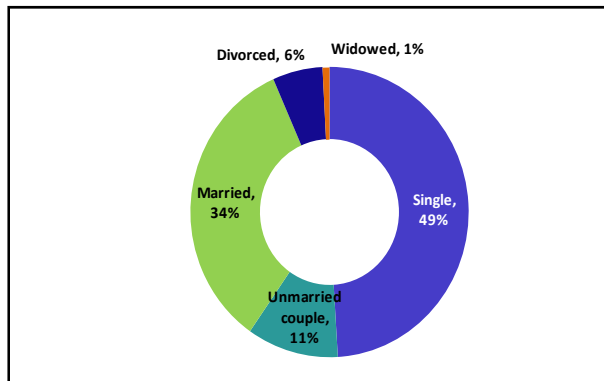


Exhibit 34

Household income

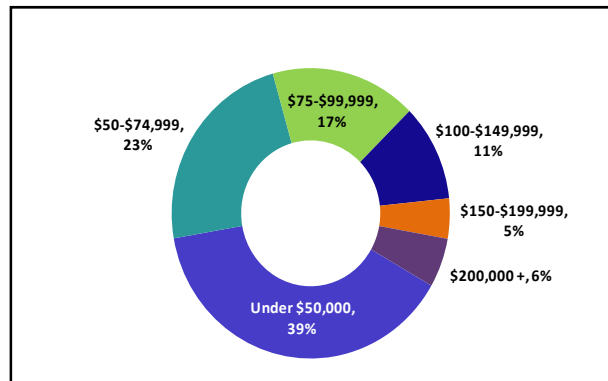


Exhibit 35

Only a third (35%) of respondents have graduated from college, with an additional third (37%) having some college experience. Respondents are well distributed regionally. (Exhibits 36 and 37)

Education

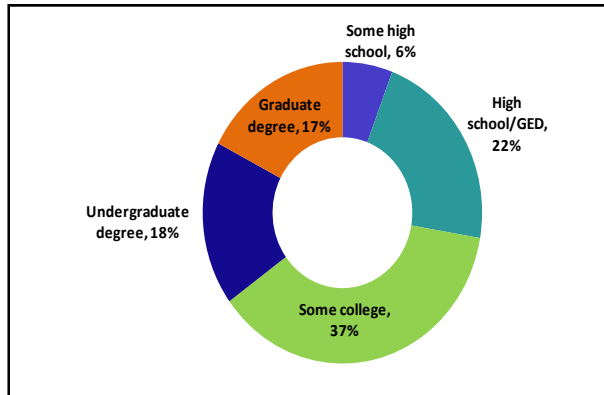


Exhibit 36

Region

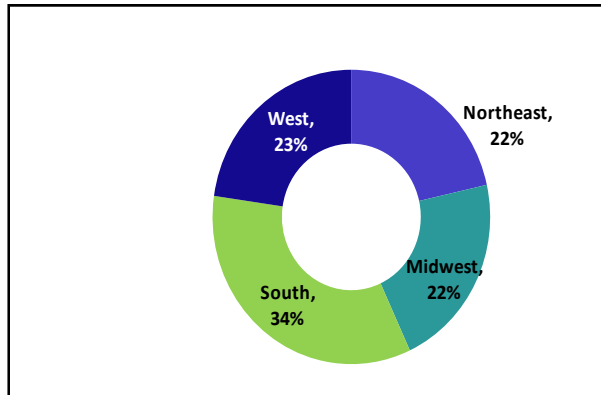


Exhibit 37

For additional information about these survey results, or to learn how you might benchmark you customers' and/or employees' social networking activities with these findings, please contact Ms. Kathy Brunjes, vice-president of Marketing and Sales, at kbrunjes@beresfordresearch.com or by calling +1 (203) 226-6997.

Appendix A: Survey Questionnaire

Social Networking Survey

Introduction

Thank you for taking a few minutes to answer some questions about social networking. Beresford Research is going to use the information collected to publish a study on how people are using these sites. Your insights are invaluable. *This survey is anonymous and no individual answers will be published.* Thank you.

1. To ensure we get a good representation of people in different age groups, please start by telling us how old you are.

- Under 18 [terminate with message that people under 18 need permission from a guardian to participate]
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

2. Which of the following social networking site(s) do you use? *Check all that apply.*

- Facebook
- Friendster
- LinkedIn
- MySpace
- Plaxo
- Other social network (please specify): _____

[Present networks selected in Q2]

3. For each of the networks you use, approximately how many contacts/friends do you have?

- Facebook
- Friendster
- LinkedIn
- MySpace
- Plaxo
- Other social network

[Present networks selected in Q2]

4. How frequently do you typically check your online social networking site(s)?

	Logged in all the time	Every few minutes	Hourly	5-6 times daily	3-4 times daily	1-2 times daily	Few times per week	Few times per month	Monthly
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friendster	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LinkedIn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
MySpace	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plaxo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[Present networks selected in Q2]

5. How many hours do you typically spend each week on your online social networking site(s)?

- Facebook
- Friendster
- LinkedIn
- MySpace
- Plaxo
- Other social network

6. How long have you been using online social networking sites?

- A few weeks
- 1-2 months
- 3-4 months
- 5-6 months
- 7-12 months
- 1-2 years
- 3-4 years
- Over four years

7. What percentage of the time do you typically spend on each device accessing your online social network(s)? *Please enter whole numbers that add to 100.*

- Computer at work
- Computer at home
- Computer at school
- Public computer at library
- Mobile device
- Other

If you chose "Other" please specify here: _____

8. Do you use online social networking for personal use only, business use only, or both?

- Personal use only
- Business use only
- Both personal and business use

9. Which of the following activities, if any, have you done in the past month on the online social networking group(s) you use? *Check all that apply.*

- Posted photos (other than your profile)
- Posted video
- Posted links to other web sites or online videos
- Linked to a company, product or service
- Clicked on paid advertisement
- Updated activities/posted thoughts
- Responded to posts of others
- Started a group
- Included a podcast
- Other (please specify): _____

10A. To what extent do you use online social networks to do the following?

	Not at all	Very slight extent	Moderate extent	Great extent
Stay in touch with my friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stay in touch with my family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stay in touch with my business associates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discuss other <i>online</i> activities (e.g., youtube, searching, surfing)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discuss <i>offline</i> activities (e.g., parties sports)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10B. How much do you agree with the following statements about online social networks?

	Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly Agree	Agree strongly	Not applicable
When making a decision about an action to take, reading the thoughts or experiences shared among my network influences my decisions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I generally am logged into my social network(s) all day and check them frequently	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online social networks waste a lot of time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. What is your impression of these online social networking sites?

	Terrible	Quite poor	Fair	Quite good	Excellent	No opinion
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friendster	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LinkedIn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
MySpace	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plaxo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. How much do you agree with the following statements about privacy and sharing of personal information while social networking online?

	Strongly disagree	Slightly disagree	Neither agree nor disagree	Slightly Agree	Strongly Agree	Not applicable
I only interact on online social networks with people I truly know	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like getting to know new people on social networking sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I let anyone who is interested see my page/online profile	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I set up different levels of access to different types of people on my online social networking site(s)

I am careful about what I share on my social networks because it may reflect poorly on me with future employers

13. For each of the following other types of online activities, please indicate whether you read, respond and/or initiate content. *Select all that apply for each row.*

	Don't do	Read	Respond to posts	Initiate new posts
Web logs ("Blogs")	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online forums/message boards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ratings/reviews	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online news feeds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online discussion lists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Micro-blogs (e.g., Twitter)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

14. Where does online social networking rank in its importance to you versus the following other online activities? *Please rank the top 5 activities using "1" as most important.*

- Online social networking
- Email
- Online chat/instant messaging
- Online discussion lists
- Online forums/message boards
- Online news feeds
- Micro-blogs (e.g., Twitter)
- Texting (using a mobile device)
- Web browsing/surfing
- Web logs ("Blogs")

15. Where does online social networking rank in its importance to you versus the following other offline activities? *Please rank the following 7 activities using "1" as most important.*

- Online social networking
- Exercising/working out
- Going out with friends (incl. meals, sports, concerts, movies)
- Participating in sports
- Playing games/video games
- Reading for pleasure (e.g., book, magazine)
- Watching television

16. Please describe what you spend most of your time doing while social networking (e.g., browsing other profiles, finding new contacts/friends, adding information/pictures to own profile).

Finally, please answer these demographic questions so we may group your responses with others like you.

17. What is your gender?

- Male
- Female

18. Are you....

- Single
- Unmarried couple living together
- Married
- Divorced
- Widowed

19. What is your approximate household income?

- Under \$50,000
- \$50 - \$74,999
- \$75 - \$99,999
- \$100 - \$149,999
- \$150 - \$199,999
- \$200,000 +

20. What is the highest level of education you have completed?

- Some high school
- High school degree/GED
- Some college
- Undergraduate degree
- Graduate degree

21. What is your zip code?

Thank you!

Appendix B: Variables Used to Create Segments

1. Marital status – recoded into Single/Divorced/Widowed or Married/Living with partner
- Usage of social networks to:
 2. Stay in touch with friends
 3. Stay in touch with family
 4. Stay in touch with business associates
 5. Discuss other online activities
 6. Discuss offline activities
- Agreement (slightly/strongly agree) with:
 7. When making a decision about an action to take, reading the thoughts or experiences shared among my network influences my decisions
 8. I generally am logged into my social network(s) all day and check them frequently
 9. Online social networks waste a lot of time
 10. I only interact on online social networks with people I truly know
 11. I like getting to know new people on social networking sites
 12. I let anyone who is interested see my page online profile
 13. I set up different levels of access to different types of people on my online social networking sites
 14. I am careful about what I share on my social networks because it may reflect poorly on me with future employers