YouGov Survey Results

Sample Size: 1275
Fieldwork: 1st - 10th February 2012

![YouGov® logo — What the world thinks]

	Total	Age 16-20	Age 21-24	Active users Facebook	Active users LinkedIn
		16-20	**21-24**	**Facebook**	**LinkedIn**

q3b. Which, if any, of the following have you used in the last month? Please select all that apply

	Total	16-20	21-24	Facebook	LinkedIn
Unweighted Base	1253	51	121		
Base	1250	66	157		
Arto					
Facebook	65%	95%	74%		
Flickr					
Foursquare					
LinkedIn	13%				
MySpace					
Second Life					
Spotify	10%				
Twitter	23%				
YouTube	50%				
Yahoo Answers					
Gumtree					
Tumblr					
Moshi Monsters					
moneysavingexpert.com	23%				
Google+	12%				
World of Warcraft					
Windows Live	14%				
None					
Don't know					

	Total	Age		Active users	
		16-20	21-24	Facebook	LinkedIn

q6_8. Spotify : How much time do you spend on average per week on the following social media services?

	Total	16-20	21-24	Facebook	LinkedIn
Unweighted Base	91				
Base	102				
Less than 1 hour per week	21%				
1-2 hours per week	23%				
3-4 hours per week	17%				
5-6 hours per week	11%				
7-8 hours per week	3%				
9-10 hours per week	3%				
11-12 hours per week	3%				
13-14 hours per week	5%				
More than 14 hours per week	10%				
Don't know	5%				

q9a_2. Facebook : Do you use the following services more or less, compared with 12 months ago?

	Total	16-20	21-24	Facebook	LinkedIn
Unweighted Base				790	
Base				808	
Considerably less [1]				6%	
Less [2]				17%	
The same [3]				45%	
More [4]				22%	
Considerably more [5]				7%	
Don't know				2%	
Net: Less				23%	
Net: More				30%	

All figures, unless otherwise stated, are from YouGov Plc.   Page 2 of 6

	Total	Age		Active users	
		16-20	21-24	Facebook	LinkedIn

q9a_5. LinkedIn : Do you use the following services more or less, compared with 12 months ago?

	Total	16-20	21-24	Facebook	LinkedIn
Unweighted Base					161
Base					163
Considerably less [1]					3%
Less [2]					4%
The same [3]					39%
More [4]					43%
Considerably more [5]					10%
Don't know					1%
Net: Less					8%
Net: More					53%

q9b_2. Facebook : Do you expect to use the following services more or less in one year's time, compared with now?

	Total	16-20	21-24	Facebook	LinkedIn
Unweighted Base				790	
Base				808	
Considerably less [1]				4%	
Less [2]				14%	
The same [3]				62%	
More [4]				8%	
Considerably more [5]				3%	
Don't know				8%	
Net: Less				19%	
Net: More				11%	

	Total	Age		Active users	
		16-20	21-24	Facebook	LinkedIn

q9b_5. LinkedIn : Do you expect to use the following services more or less in one year's time, compared with now?

	Total	16-20	21-24	Facebook	LinkedIn
Unweighted Base					161
Base					163
Considerably less [1]					2%
Less [2]					3%
The same [3]					54%
More [4]					26%
Considerably more [5]					4%
Don't know					11%
Net: Less					6%
Net: More					30%

q11_2. 'If my friends have stated that they follow/"Like" a product, I will be more positive about it' : To what extent do you agree or disagree with the following statements?

	Total	16-20	21-24	Facebook	LinkedIn
Unweighted Base	1141				
Base	1142				
Disagree entirely [1]	20%				
Disagree [2]	24%				
Neither agree nor disagree [3]	36%				
Agree [4]	13%				
Agree entirely [5]	2%				
Don't know	6%				
Net: Disagree	44%				
Net: Agree	14%				

		Age		Active users	
	Total	16-20	21-24	Facebook	LinkedIn

q11_4. I don't mind seeing adverts on social media services that are based on my profile activities : To what extent do you agree or disagree with the following statements?

	Total	16-20	21-24	Facebook	LinkedIn
Unweighted Base	1141				
Base	1142				
Disagree entirely [1]	23%				
Disagree [2]	24%				
Neither agree nor disagree [3]	30%				
Agree [4]	15%				
Agree entirely [5]	3%				
Don't know	6%				
Net: Disagree	47%				
Net: Agree	18%				

q11_6. If I hear something positive about a brand on social media services I am likely to talk about it : To what extent do you agree or disagree with the following statements?

	Total	16-20	21-24	Facebook	LinkedIn
Unweighted Base	1141				
Base	1142				
Disagree entirely [1]	19%				
Disagree [2]	24%				
Neither agree nor disagree [3]	34%				
Agree [4]	16%				
Agree entirely [5]	2%				
Don't know	5%				
Net: Disagree	43%				
Net: Agree	18%				

		Age		Active users	
	Total	**16-20**	**21-24**	**Facebook**	**LinkedIn**

q17a_3. I am beginning to be bored of social media services : To what extent do you agree or disagree with the following statements?

	Total	16-20	21-24	Facebook	LinkedIn
Unweighted Base	1141				
Base	1142				
Disagree entirely [1]	7%				
Disagree [2]	15%				
Neither agree nor disagree [3]	32%				
Agree [4]	27%				
Agree entirely [5]	15%				
Don't know	6%				
Net: Disagree	21%				
Net: Agree	41%				