

PEW INTERNET PROJECT DATA MEMO

BY: Amanda Lenhart, Senior Research Specialist
RE: Adults and social network websites
DATE: January 14, 2009, 4 PM EST

One third (35%) of American adult internet users have a profile on an online social network site, four times as many as three years ago, but still much lower than the 65% of online American teens who use social networks

The share of adult internet users who have a profile on an online social network site has more than quadrupled in the past four years -- from 8% in 2005 to 35% now,¹ according to the Pew Internet & American Life Project's December 2008 tracking survey.

While media coverage and policy attention focus heavily on how children and young adults use social network sites, adults still make up the bulk of the users of these websites. Adults make up a larger portion of the US population than teens, which is why the 35% number represents a larger number of users than the 65% of online teens² who also use online social networks.³

Still, younger online adults are much more likely than their older counterparts to use social networks, with 75% of adults 18-24 using these networks, compared to just 7% of adults 65 and older. At its core, use of online social networks is still a phenomenon of the young.

Specifically, our findings suggest that:

Young people are much more likely than older adults to use social networks.

- 75% of online adults 18-24 have a profile on a social network site
- 57% of online adults 25-34 have a profile on a social network

¹ The 35% data point and basic demographic information about social network users is from Pew Internet Project's December 2008 Survey. All other data in the report is from the Project's May 2008 survey, unless otherwise noted.

² This teen data point is from our Gaming and Civic Engagement Survey of Teens fielded from November 2007 through February 2008. n=1102 parent child pairs and the margin of error is +/- 3% for online teens.

³ We define online social networks as spaces on the internet where users can create a profile and connect that profile to others (individuals or entities) to create a personal network.

- 30% of online adults 35-44 have one
- 19% of online 45 to 54 year olds have a profile
- 10% of online 55 to 64 year olds have a profile
- 7% of online adults 65 and older have a profile

Overall, personal use of social networks seems to be more prevalent than professional use of networks, both in the orientation of the networks that adults choose to use as well as the reasons they give for using the applications. According to May 2008 survey findings that are released here for the first time:

- 50% of adult social network users have a profile on MySpace
- 22% have a profile on Facebook
- 6% have a profile on LinkedIn

Online social network applications are mainly used for explaining and maintaining personal networks, and most adults, like teens, are using them to connect with people they already know.

- 89% use their online profiles to keep up with friends
- 57% use their profile to make plans with friends
- 49% use them to make new friends
- Other uses: organize with other people for an event, issue or cause; flirt with someone; promote themselves or their work; make new business contacts

When users do use social networks for professional and personal reasons, they will often maintain multiple profiles, generally on different sites.

- 51% of social network users have two or more online profiles
- 43% have only one online profile

Among social network users with multiple profiles:

- 83% have those profiles on different sites
- 17% have those profiles on one site
- 24% have multiple profiles so they can keep up with friends on different sites
- 19% have multiple profiles to separate the personal and the professional
- 6% just use different sites
- 4% have different profiles for different parts of their personality
- 4% have older profiles on sites they do not use anymore

Most, but not all adult social network users are privacy conscious:

- 60% of adult social network users restrict access to their profiles so that only their friends can see it.

- 36% of social network users allow anyone to see their online profile
- 58% of adult social network users restrict access to certain content within their profile
- 43% of adults think it would be pretty easy for someone to find out who they are from their profile; 23% of teens say it would be pretty easy
- 33% of adults with profiles think that they would have to work at it, but that someone could eventually find out who they are; 40% of teens say the same
- 20% of adults think that it would be difficult for someone to find out who they are; 36% of teens say it would be difficult for someone to find out who they are.

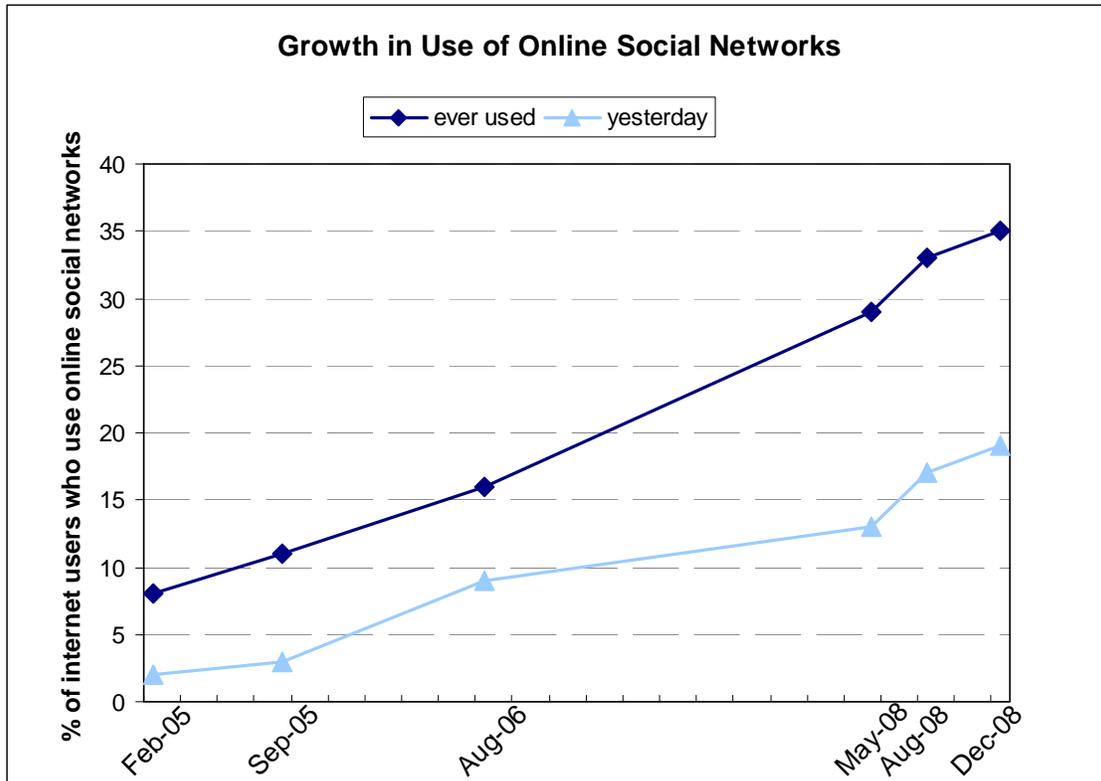
This data memo is based on two surveys. The overall usage of social network sites data was gathered in a national phone survey fielded from November 19 to December 20, 2008 among 2,253 Americans, including 1,650 internet users. The margin of error in that sample is plus or minus 3 percentage points. The main findings on adults' usage of social network sites come from a survey of 2,251 adults between April 8 to May 11, 2008, among a sample of adults, 18 and older. Some 328 respondents in that survey were social network users and the margin of error in that subsample is plus or minus 6 percentage points.

Main Findings

Adults are much less likely than teens to have a profile on a social network website. About three in ten (35%) adult internet users age 18 and older have a profile on a social networking site like MySpace, Facebook or LinkedIn. Meanwhile, teenagers are roughly twice as likely as adults to use these sites: among teens 12 to 17 years old, 65% have a profile on an online social network.⁴ Despite comparatively lower levels of social network use, usage of social network sites by adults has increased markedly over the past four years.

Back in February of 2005, just 8% of adult internet users had used a social network site. That percentage had risen to 16% by August of 2006, and as of December 2008 stands at 35% of online adults.

⁴ This teen data point is from our Gaming and Civic Engagement Survey of Teens fielded from November 2007 through February 2008. n=1102 parent child pairs and the margin of error is +/- 3% for online teens. All other data points in the survey are from our Teen & Parent 2006 Survey, fielded October-December 2006, with a margin of error of +/- 4% for online teens.



The use of social networks on any given day is also on the rise. In February 2005, just 2% of adult internet users had visited an online social network “yesterday” while 19% of adult internet users had done so in December 2008.

Social network users⁵ are equally likely to be men and women, and are also more likely to be young: 75% of online adults between ages 18 and 24 have a social network profile, as do 57% of wired adults between 25 and 34. Profile ownership drops to 30% among 35-44 year olds, 19% among 45-54 year olds, 10% among 55 to 64 year olds and 7% of online adults 65 and older. Similarly, social network users are also more likely to be students — 68% of full time students and 71% of part-time students have a social network profile, while just 28% of adults who are not students use social networks. Whites are less likely than African-Americans or Hispanics to have a profile on an online social network. Nearly one third 31% of online white adults have a social networking profile, compared with 43% of African-Americans and 48% of Hispanics.

⁵ Data in this paragraph and the following chart come from the Pew Internet Project’s December 2008 Survey.

Demographics of Social Network Users	
<i>The percentage of online Americans in each demographic category who have a profile on a social network website:</i>	
All adults	35%
Sex	
Men	35
Women	35
Age	
18-24	75*
25-34	57*
35-44	30*
45-54	19*
55-64	10
65+	7
Race	
White, non-Hispanic	31*
Black, non-Hispanic	43
Hispanic	48
Annual Household Income	
Less than \$30,000	45*
\$30,000 - \$49,999	38
\$50,000 - \$74,999	30
\$75,000 +	31
Education	
Less than HS	43
HS grad	31
Some college	41*
College grad	33
Locale	
Urban	34*
Suburban	26
Rural	23

Source: Pew Internet & American Life Project Survey December 2008 Survey, n=2,253, with an n of 1,650 internet users. For internet users the margin of error is ±3%.

* These groups are significantly different from the other groups in the section.

Half of social network users have profiles on MySpace.

Among adults, MySpace is the most popular online social network.⁶ Half (50%) of adult social network users age 18 and older are on MySpace, while 22% of adult social network users have an account on Facebook. Another 6% have an account on LinkedIn, 2% have an account on Yahoo, and 1% each have accounts on YouTube and Classmates.com. Another aggregate 10% of adult online social network users have profiles on other sites, including BlackPlanet, Orkut, Hi5 and Match.com.

⁶ For respondents who have multiple profiles, we asked them to name the site with the profile they visit most frequently.

There is some variation in the types of people who tend to use each of the top three social networks. Typically, MySpace users are more likely to be women, Hispanic or black, to have a high school education or some experience with college. The median age of a MySpace user is 27 years old. Facebook users are more likely to be men and to have a college degree. The median age of a Facebook user is 26 years old. LinkedIn users are more likely to be men, to be white and to have a college degree. The median age of a LinkedIn user is 40 years old.

Personal use of social networks is more prevalent than professional use.

Overall, adults tend to use social networks for personal reasons more than professional ones. This is true of both the networks that adults choose to use, as well as the reasons they give for using these applications. As noted above, 6% use LinkedIn, an online social network dedicated to professional networking, while 72% use other social networks (MySpace and Facebook) that are used for both professional and personal networking purposes.

In addition, most adults use online social networks primarily to connect with friends. Nearly nine in ten social network users (89%) say they use the networks to stay in touch with friends, and 57% say they use it to make plans with friends. As with teens, the bulk of these friend connections are with people they already know; under half (49%) use the sites to make new friends. Professional uses are less prevalent; less than a third of social network users are using them for professional purposes, regardless of which site they use.

Adults & teens use online networks to say in touch with pre-existing friends		
<i>Do you use your online profile to...?</i>	<i>Adults</i>	<i>Teens</i>
Stay in touch with friends*	89%	91%
Make plans with friends	57	72
Make new friends	49	49
Organize with others for an event, issue or cause	43	n/a
Make new business or professional contacts	28	n/a
Promote yourself or your work	28	n/a
Flirt	20	17

Source: Adult internet user data comes from the Pew Internet & American Life Project May 2008 Tracking Survey. The n for internet users is 1,553 and the margin of error is ±3%. Teen data is from the Teen & Parent survey fielded in Oct-December 2006. Margin of error is ± 4% for online teens.

**This question was posed slightly differently to teens: "Do you ever use [social networking] sites to stay in touch with friends you see a lot?" There was also a complementary question asked of teens: "Do you ever use those sites to stay in touch with friends you rarely see in person" and 82% of teens who use social networks responded yes.*

Facebook and MySpace users are similarly focused on personal uses for their online profiles. LinkedIn users are much less likely to say they use the site for personal reasons and much more likely than MySpace or Facebook users to say they use it for professional ones.

Facebook and MySpace are used mainly for personal purposes while LinkedIn tends toward the professional			
<i>Do you use your online profile to...?</i>			
	<i>MySpace users</i>	<i>Facebook users</i>	<i>LinkedIn users</i>
	<i>%</i>	<i>%</i>	<i>%</i>
Stay in touch with friends	97%	97%	65%
Make plans with friends	66	62	9
Make new friends	52	52	10
Organize with others for an event, issue or cause	43	56	13
Promote yourself or your work	27	22	47
Make new business or professional contacts	26	20	67
Flirt	20	22	0

Source: Pew Internet & American Life Project May 2008 Survey. n=2,251 and the n for social network users is 328. Margin of error is ±3% for results based on internet users and ±6% for results based on social network users.

Note: The sample sizes for the individual networks is quite small,(n=128 for MySpace, n= 79 for Facebook and n=20 for LinkedIn) so care should be taken when interpreting this chart.

More than one third of social network users visit their profile daily.

Among social network users, more than one third (37%) visit their profile daily.⁷ Another quarter (23%) visit every few days and 15% view their most visited profile once a week. One quarter of social network users (23%) visit their profile less often than once a week.

More than a third of adults visit SNS sites daily	
<i>How often do you visit your primary online social network profile?</i>	
	<i>% Profile owners</i>
Every day	37%
Every few days	23
Once a week	15
Less often	23

Source: Pew Internet & American Life Project May 2008 Tracking Survey. N=328 social network users and the margin of error is ±6%.

Teens are more likely than adults to visit a social networking profile frequently. Forty-eight percent of teens visit a profile at least once a day, another 32% visit weekly, and 20% visit less often.⁸

More than half of adult social network users have more than one profile online.

The average social network user has more than one profile, and generally each profile resides on a different social network. About two in five (43%) adult social network users

⁷ For users with more than one profile, they were asked to think of the profile they visited most often.

⁸ Teens data reported here is from Teens & Parents 2006 Survey (released in 2007) unless otherwise noted.

have one profile online. Another quarter of adult social network users (25%) have two profiles online, 12% have three profiles online and 13% have four or more online profiles. Taken together, this means that 51% of social network users have two or more profiles online.

Men are more likely than women to have two or more online profiles (54% vs. 47%). Social network users under the age of 45 are more likely to have multiple profiles than users 45 and older.

Those with multiple profiles use them to compartmentalize their lives and stay in touch with friends.

For those users who do have multiple profiles, the vast majority (83%) have those profiles on different sites –in other words, users tend to maintain multiple profiles on different networks, rather than multiple identities on the same network.

When asked why they maintain multiple profiles, one quarter (25%) of users with multiple profiles say that having multiple profiles helps them to compartmentalize their lives. For instance, 19% say some profiles are professional, others are personal, 4% say they have different profiles for different parts of their personality and 2% say at least one of their profiles is specifically for gaming.

But mostly, users have multiple profiles to better keep track of their friends who may be spread across multiple sites. About a quarter (24%) of users with multiple profiles give this as a reason for having more than one profile online. Others have all but abandoned older profiles because of technological advancements or difficulties – moving from an older legacy site (4%) to a newer or different social network site. In many cases, these older profiles are little used, but not necessarily deleted.

Compartmentalized Social Lives	
<i>Why do you have more than one online social network profile?</i>	% of SNS users with multiple profiles
My friends use many different websites so I have more than one profile to stay in touch with them	24%
Some profiles are professional, others personal	19
I just use different sites	6
I have an older profile on a site I don't really use anymore	4
I have different profile for different parts of my personality	4
It's fun	3
I have a profile so I can view content on the network website	3
It was just something to do	3
Some profiles are specifically for gaming	2
Someone else told me to sign up for a particular site	1
Other	26

Source: Pew Internet & American Life Project May 2008 Tracking Survey. n = 172 for social network users with multiple profiles and the margin of error is ±8%. Responses may not add up to 100% due to multiple responses.

One in ten internet users have deleted an online profile.

One in ten (10%) internet users have previously had a profile on a social network site but have deleted it. Among current social network users 28% have deleted a profile, while 17% of those who have deleted a profile are no longer using social networks at all.

When asked why they deleted the profile, adults gave a wide range of reasons. The largest percentage of users (20%) said that they simply stopped using the profile prior to deletion. Others reported boredom with the profile (16%), dissatisfaction with the social network site (11%) or that the profile was too time-consuming to maintain (6%). Others had more negative experiences, citing too much spam or unwanted contact (8%) or a stolen password or hacked profile (4%) as their reasons for deleting an online social network profile. There were few differences between current profile owners who had deleted a profile and those users who no longer use social networks in the reasons they gave for deleting their profiles.

Why did you delete your profile?	
<i>Top reasons for deleting an online social network profile</i>	
	<i>% of internet users who deleted a profile</i>
I just stopped using it	20%
I got bored with it	16
I did not like the site/found a site I liked better	11
Too much spam or unwanted contact	8
Took too much time	6
Profile was hacked/password stolen	4

Source: Pew Internet & American Life Project May 2008 Tracking Survey. n=111 internet users who have ever deleted a profile and the margin of error is ±10%. Responses do not add to 100% because not all responses included. Please see the end of the memo for the topline questionnaire and a full listing of all the verbatim responses given.

Nearly two-thirds of adults restrict access to their online profiles and a similar percentage restrict access to specific content within their profile.

American parents and policy makers have spent a good deal of time recently telling youth to be careful online. They have exhorted teens, particularly young women, to keep personally identifiable information safe and private and Pew Internet surveys have found that many teens are responding to those cautionary words.⁹ Adults, however, are free to share or not share their personal information as they choose, and in this survey 60% of adults restrict access to their online social network profiles so that only their friends can see the content, while 36% of adults allow anyone to view their online profiles.

⁹ Lenhart, Amanda & Madden, Mary. (2007) Teens, Privacy and Online Social Networks. Pew Internet & American Life Project. http://www.pewinternet.org/PPF/r/211/report_display.asp

Facebook users are the most likely to restrict access to their profile, with 79% of them restricting access to their profile so that only their friends can see it. Among MySpace users, 63% have their profiles visible only to their friends, and 55% of LinkedIn users report similar restrictions.

Nearly six in ten (58%) adult social network users limit who can see certain information on their profiles, like photos or wall posts, while 39% of adults do not restrict access to certain content on their profiles. Some of these choices will be determined or limited by the tools provided (or not) by the social network the individual uses. Still, there are fewer differences between the users of different networks in their likelihood of restricting access to specific pieces of content on their profile than in general profile privacy restrictions mentioned above.

Adults mostly restrict access to online social network profiles		
<i>Thinking about the privacy protections you can set for your profile, do you currently...?</i>		
	Yes	No
Restrict access to your full profile so that only your friends can view it	60%	36%
Limit who can see certain information like photos or posts to your wall	58	39

Source: Pew Internet & American Life Project May 2008 Tracking Survey. n=328 social network users and the margin of error is ±6%. Numbers in rows may not add to 100 due to "don't know" or refusal responses.

A large percentage of profile-owning adults (43%) acknowledge the public nature of their online information and say that it would be pretty easy to find out who they are from their online profile. Another third (33%) think that someone would have to work at it, but could eventually figure out who they are from their profile. Only 20% of adult social network users say it would be very difficult for someone to find out who they are from their social network profile.

These findings highlight the tension inherent in social network use. A user generally wants to be findable by the people they wish to add to their online network – offline friends, family, contacts and co-workers – but may not wish to be so visible as to be harassed or observed by people totally unknown to them.

Many adults believe they are “findable”		
<i>How easy would it be to find out who you are from your social network profile?</i>		
	Adults	Teens
Pretty easy to find me	43%	23%
Someone would have to work at it, but eventually they would find me	33	40
Very difficult for someone to find me	20	36

Source: Adult data comes from the Pew Internet & American Life Project May 2008 Tracking Survey. n=328 social network users and the margin of error for those users is ±6%. Teen data is from the Teen & Parent survey fielded in Oct-December 2006. Margin of error is ± 4% for online teens.

Compared with teens, adults are much more likely to say that they are open and public with their profile information. Teens are more likely to say that it would be harder to find them from their profile; 43% of adults believe it would be pretty easy to “be found” online, compared with just 23% of teens.

Political activities and social networks

During the presidential campaign, online social network sites were used for political information seeking, declarations and organization.

Social Networking and Politics	
<i>% of social networking users who have...</i>	
Discovered your friends’ political interests or affiliations	29%
Gotten any campaign or candidate information	22
Signed up as a friend of any candidates	10
Started or joined a political group	9

Source: Pew Internet & American Life Project Spring 2008 Survey. N=409 social networking site users. Margin of error is ±5%. This table was first published in PIP’s The Internet and the 2008 Election report, available at http://www.pewinternet.org/pdfs/PIP_2008_election.pdf. The data in this chart was drawn from the post-primary period of the election season.

For a more elaborate discussion of these findings on social networks and politics, please see our report The Internet and the 2008 Election at http://www.pewinternet.org/pdfs/PIP_2008_election.pdf, starting on page 10.

About the Pew Research Center’s Internet & American Life Project

The Pew Internet Project is an initiative of the Pew Research Center, a nonprofit “fact tank” that provides information on the issues, attitudes and trends shaping America and the world. The Pew Internet Project explores the impact of the internet on children, families, communities, the work

place, schools, health care and civic/political life. The Project is nonpartisan and takes no position on policy issues. Support for the project is provided by The Pew Charitable Trusts.

Questions and Data

Spring Tracking Survey 2008

Final Topline

5/19/08

Data for April 8 – May 11, 2008

Princeton Survey Research Associates International
for the Pew Internet & American Life Project

Sample: n = 2,251 adults, age 18 and older
Interviewing dates: 04.08.08 – 05.11.08

Margin of error is plus or minus 2 percentage points for results based on total sample [n=2,251]
Margin of error is plus or minus 3 percentage points for results based on internet users [n=1,553]

[Q1 – Q14 omitted]

WEB1 Please tell me if you ever use the internet to do any of the following things. Do you ever use the internet to.../Did you happen to do this **yesterday**, or not?¹⁰

Based on internet users [N=1,553]

Use a social networking site like MySpace, Facebook or LinkedIn.com ¹¹	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW/ REFUSED
	Current	29	13	70
August 2006	16	9	84	*
September 2005	11	3	88	1
February 2005	8	2	91	1

[Q15 omitted]

¹⁰ Prior to January 2005, question wording was "Please tell me if you ever do any of the following when you go online. Do you ever...?/Did you happen to do this yesterday, or not?"

¹¹ In August 2006, item wording was "Use an online social networking site like MySpace, Facebook or Friendster". Prior to August 2006, item wording was "Use online social or professional networking sites like Friendster or LinkedIn"

Q16 Have you ever created your own profile online that others can see, like on a social networking site like MySpace, Facebook or LinkedIn.com?

Based on internet users

	<u>CURRENT</u>		<u>OCT-DEC 2007</u>	<u>DECEMBER 2006¹²</u>
%	29	Yes	33	20
	71	No	67	80
	*	Don't know/Refused	*	*
	[n=1,553]		[n=1,572]	[n=1,623]

[Q17-Q32 omitted, no Q33]

Q34 Thinking about what you have done on social networking sites like Facebook and MySpace, have you... [INSERT ITEM; ROTATE]?

Based on those who use social networking web sites [N=409]

	<u>YES</u>	<u>NO</u>	<u>DON'T KNOW/ REFUSED</u>
a. Gotten any campaign or candidate information on the sites	22	78	*
b. Started or joined a political group on a social networking site	9	90	*
c. Discovered your friends' political interests or affiliations on the site	29	70	*
d. Signed up as a "friend" of any candidates on a social networking site	10	90	*

[Q35-36 omitted]

SOCIAL NETWORKING SITES

Q37 Now, turning to another subject... You said you have a profile online at a social networking web site such as MySpace, Facebook or LinkedIn.com. How many social networking web sites do you currently have a profile on?

Based on those who have a profile on a social networking web site [N=328]

	<u>CURRENT</u>	
%	54	One
	29	Two
	8	Three
	5	Four or more
	2	Don't know
	2	Refused

¹² December 2006 question wording was as follows: "Have you ever created your own profile online that others can see, like on a social networking site like MySpace or Facebook?"

Q38 How many total profiles do you have online, counting all web sites?

Based on those who have a profile on a social networking web site [N=328]

	<u>CURRENT</u>	
%	43	One
	25	Two
	12	Three
	13	Four or more
	4	Don't know
	2	Refused

Q39 Do you have a single profile on each site, or do you have multiple profiles on one web site?

Based on those who have multiple SNS profiles on multiple web sites [N=132]

	<u>CURRENT</u>	
%	83	I only have a single profile on each site
	17	Some are multiple profiles on same site
	0	Don't know
	0	Refused

Q40 On which social networking web site is your profile? / On which social networking web site is the profile you use or update most often? (PRECODED OPEN-END)

Based on those who have a profile on a social networking web site [N=328]

	<u>CURRENT</u>	
%	50	MySpace
	22	Facebook
	6	Linked In
	2	Yahoo
	1	YouTube
	1	Classmates.com
	*	Flickr
	0	Tagged
	0	Bebo
	0	Last.FM
	0	Digg
	10	Other
	2	Don't know
	5	Refused

Q41 How often do you visit [the social networking web site where you have a profile / the social networking web site with the profile you use most often] – several times a day, about once a day, every few days, once a week or less often?

Based on those who have a profile on a social networking web site [N=328]

	<u>CURRENT</u>	
%	18	Several times a day
	19	About once a day
	23	Every few days
	15	Once a week
	23	Less often
	1	Don't know
	2	Refused

Q42 Thinking about the privacy protections you can set for [your profile / the profile you use most often]... Do you currently [READ AND ROTATE]?

Based on those who have a profile on a social networking web site and were interviewed after April 8th [N=318]

	<u>YES</u>	<u>NO</u>	<u>DON'T KNOW</u>	<u>REFUSED</u>
a. Restrict access to your full profile so that only your friends can view it	60	36	2	2
b. Limit who can see certain information like photos or posts to your wall	58	39	2	2

Q43 What are the different ways you use social networking sites? Do you ever use those sites to... [INSERT; RANDOMIZE]?

Based on those who have a profile on a social networking web site [N=328]

	<u>YES</u>	<u>NO</u>	<u>DON'T KNOW</u>	<u>REFUSED</u>
a. Make new friends	49	50	0	*
b. Stay in touch with friends	89	10	*	*
c. Flirt with someone	20	78	1	1
d. Make plans with your friends	57	43	0	*
e. Make new business or professional contacts	28	72	0	*
f. Promote yourself or your work	28	71	0	*
g. Organize with other people for an event, issue or cause	42	57	0	*

Q44 How easy do you think it would be for someone to find out who you are from your profile on a social networking web site? Do you think... [READ 1-3 IN ORDER]?

Based on those who have a profile on a social networking web site [N=328]

	<u>CURRENT</u>	
%	43	It would be pretty easy
	33	They would have to work at it but they could figure it out eventually
	20	It would be very difficult for someone to find out who you are from your profile
	3	Don't know
	*	Refused

Q45 Earlier you mentioned that you have more than one profile online. Why do you have more than one profile? (PRECODED OPEN-END)

Based on those who multiple SNS profiles [N=172]

	<u>CURRENT</u>	
%	24	My friends use many different websites, so I have more than one profile online to keep in touch with them
	19	Some profiles are for professional or work relationships and other profiles are for friends
	6	Just use different sites
	4	I have an older profile from a site that I don't really use anymore
	4	I have a different profile for different parts of my personality
	3	It's fun
	3	I have a profile so I can view content on the website
	3	It was just something to do
	2	Some profiles are specifically for gaming
	1	Someone else told me to sign up on a particular site
	26	Other
	5	Don't know
	1	Refused

Note: Total may exceed 100% due to multiple responses.

Q46 Have you ever had an online profile in the past at a social networking site such as MySpace, Facebook or LinkedIn.com that you have since deleted?

Based on internet users [N=1,553]

	<u>CURRENT</u>	
%	10	Yes
	89	No
	1	Don't know
	*	Refused

Q47 Why did you delete that profile? (PRECODED OPEN-END)

Based on internet users who have ever deleted their SNS profile [N=111]

	<u>CURRENT</u>	
%	20	Just stopped using it
	16	I got bored with it
	11	Didn't like the site or I found another site I liked better
	8	Too much spam/unwanted contact on the profile
	6	It took up too much time
	4	Hacked or stolen password
	3	My friends all moved to a different website
	3	Did not want my personal information on the web
	3	My spouse/partner wanted me to delete it
	3	It was too complicated/confusing
	2	Needed something older/younger/more professional
	2	I'm not allowed to have one anymore
	2	Got married or met someone
	1	Website I was using changed
	1	I was being stalked
	0	Wanted to change my online image/persona
	0	Wanted to connect with/meet more people like me
	0	Some features of the site made me uncomfortable
	18	Other
	1	Don't know
	1	Refused

Note: Total may exceed 100% due to multiple responses.

Methodology

This report is based on the findings of two daily tracking survey on Americans' use of the Internet. The bulk of the results in this report are based on data from telephone interviews conducted by Princeton Survey Research Associates International between April 8 to May 11, 2008, among a sample of 2,251 adults, 18 and older. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus 2.4 percentage points. For results based Internet users (n=1,553), the margin of sampling error is plus or minus 2.8 percentage points. Some 328 respondents in the May survey were social network users and the margin of error in that sub sample is plus or minus 6 percentage points. The data on overall use of social networks and the demographics of social network users came from a national phone survey fielded from November 19 to December 20, 2008 among 2,253 Americans, including 1,650 internet users. The margin of error in that sample is plus or minus 3 percentage points for internet users. In addition to sampling error, question wording and practical difficulties in conducting telephone surveys may introduce some error or bias into the findings of opinion polls.