

Social Networking Site Activities of US Social Network Users, May 2009 (% of respondents)

Become a fan/follower of some other company/brand

52%

Said something good about a brand/company

46%

Said something bad about a brand/company

23%

Promoted some other company/brand

18%

Promoted your own business

12%

Note: n=1,000

Source: Anderson Analytics, "Social Network Service (SNS) A&U Profiler," provided to eMarketer, July 13, 2009